

• JUNE 1958

BUTANE-PROPANE

A CHILTON PUBLICATION

News

The Rapid Thermogas
Farm Uses Program

HOW TO SELL
WATER HEATERS

HEADQUARTERS FOR L.P. GAS INFORMATION SINCE 1931



DELIVERY

ON TIME ALL OF THE TIME

The Tuloma customer is no clock watcher — he knows Tuloma LP-Gas is precision-timed to meet customer needs.

Deliveries are made when he wants them, in trucks or tank cars from Tuloma's large transportation fleet. He

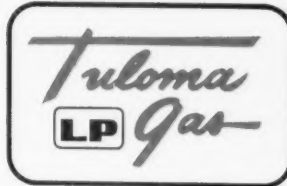
knows, too, that Tuloma LP-Gas comes from plants, refineries and underground storage facilities strategically located for prompt deliveries all through the year. Don't be a clock watcher!

WRITE, WIRE OR CALL THE TULOMA OFFICE NEAREST YOU

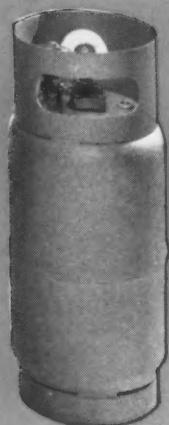
TULOMA GAS PRODUCTS COMPANY

Pan American Building • Phone CHerry 2-3261 • Tulsa, Oklahoma

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Moorhead, Minnesota
Salt Lake City, Utah
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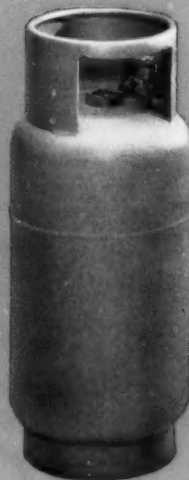
Full Hackney line helps you sell more lift truck cylinder service



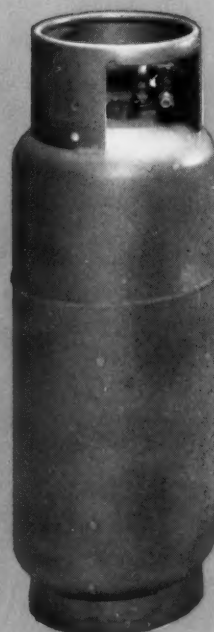
Model H-14LV
14-pound cap.;
horizontal mounting



Model V-20L
20-pound cap.;
vertical mounting



Model H-33L
33 1/2-pound cap.;
horizontal mounting



Model H-43L
43 1/2-pound cap.;
horizontal mounting

Four capacities...20 models for any size truck...all service conditions

For all lift truck conversion prospects...for servicing your present lift truck LP-Gas customers, Hackney offers you more selling and servicing advantages.

Heart of Hackney service to you and your customers is its complete line. With a choice of 20 models in four capacities, you can install the right cylinder for any make or size of truck...part-time or continuous operation...any refueling method...horizontal or vertical installation...replaceable or permanent

mounting...liquid or vapor service.

Hackney LP-Gas Cylinders are strongly made, safe, lightweight, uniform. New smooth-grip, double-curl handle for easy, safe handling. Complete stocks of popular sizes and models are quickly available from Milwaukee, Wis., and Downingtown, Pa. (near Philadelphia).

Write for a list of recommended Hackney Cylinders—as established by lift truck manufacturers.



Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 South 66th Street, Milwaukee 14, Wisconsin

Branch offices in principal cities



cylinders



systems



fuel tanks for
trucks and tractors



lift truck tanks



tank trucks



bulk storage tanks

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS

"Rockwell Meters Help Us Hold Accounts Receivable To Lower Level"

Says

E. O. RITTER, Vice President
UNITED PROPANE COMPANY
Decatur, Illinois



Mrs. Marjorie Hale, at the bookkeeping machine, says "look at the record" to Mr. Ritter.

E. O. RITTER REPORTS *"Our company thinking has slanted toward the use of meters on all systems leased by the company as well as those that are owned by customers where meters can be installed. We believe the use of meters has very definitely helped maintain our accounts receivable at a lower level than those without meters."*

It is much easier for the customer to pay a small monthly bill for metered service than to honor a big invoice when LP-gas is sold in bulk.

Lowered accounts receivable is only one good reason for switching your operation to Rockwell metered service. Others are the savings you can enjoy through better scheduling of deliveries and the increased storage capacity that meters make possible.

Get facts now. Write Rockwell Manufacturing Company, Pittsburgh 8, Pa.



C. R. Bennett, Jr., Assistant Vice President, checks a Rockwell metered service.



*Tom -
Here is the best
break heater salesmen
have had in years -
Write them for details
J.B.*

NEW

Trend-Setting Design

Years ahead! Styled by a leading industrial designer. It'll sell on sight.

NEW

Exclusive *Control Center*

Complete comfort control at your fingertip. Set it . . . forget it.

NEW

Powerful *Thermo Thrust* Blower

Thrusts the warm air far out into the room . . . at floor level.

Moves up to twice the volume of other heaters!

NEW

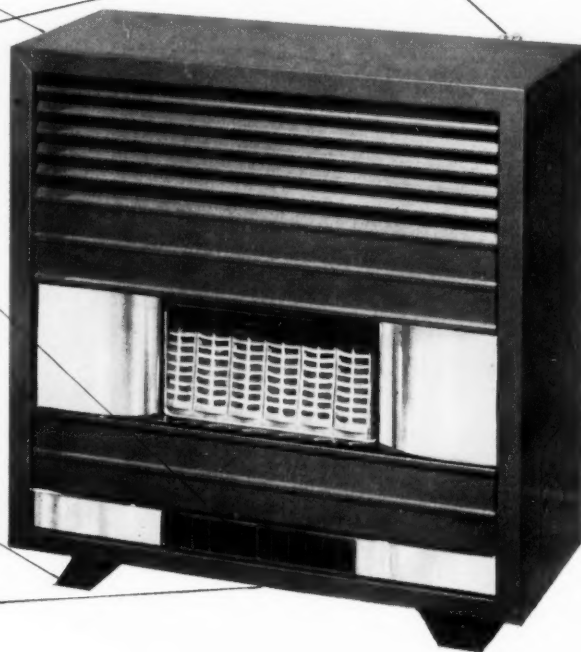
Decorator Base

Beauty from the floor up. Practical, too . . . easy to clean under.

NEW

Coppertone Finish

Lighter, gayer—in keeping with the trend away from dark bulky furniture.



THE NEW Dearborn® REGENCY

With bright new eye-appeal outside and famous Dearborn engineering inside, this new Regency is going to put Dearborn (the most popular space heater in the world) even further ahead of competition. For details and pricing just write the word

"REGENCY"

on your letterhead—or on a postcard with your name and address . . . and mail it to us . . . today.

DEARBORN STOVE COMPANY
1700 W. Commerce, Dallas, Texas



JUNE 1958

A CHILTON PUBLICATION

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BUTANE-PROPANE

News

Volume 20-Number 6

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now . . . up to 38 gpm at 10 psi drop . . .
virtually indestructible . . . 400 psi w. o. g. . . . no increase in price!

ALL-NEW **REGO**[®] SHUT-OFF VALVES UP CAPACITY A WHOPPING 95%

We've completely re-designed these versatile globe valves—generously increased body proportions, incorporated an improved curved bridge, a full $\frac{3}{4}$ " diameter seat port and a new high-lift stem. The result: 1. Almost 95% more capacity in the $\frac{3}{4}$ " size; 2. Positive, long-lasting stem seal; 3. Stem thread protection against dust, sand and grit; 4. A new

easy-tap boss for attachment of a hydrostatic relief or vent valve; 5. Smoothest operation you ever experienced; 6. And, you pay no extra for this better-than-ever valve design!

Your RegO distributor can supply these new valves now—or write The Bastian-Blessing Company.

HERE'S THE INSIDE STORY:

FOR A LEAK-FREE STEM SEAL

. . . a rubber flange ring stem seal effectively prevents gas escape. The higher the pressure the tighter the seal.

FOR LONGER STEM LIFE

. . . we've used high quality manganese bronze with tough, quick-acting Acme threads. Threads are *under* the flange ring . . . dust, sand and grit cannot reach them.

FOR EXTRA STEM DURABILITY

. . . a nylon bearing surrounds the stem to prevent galling.

FOR GREATER SEAT LIFE

. . . the seat disc is synthetic rubber. And, the seat retainer assembly swivels on the stem . . . the seat disc cannot grind on the body seat during closing and opening.

FOR CONVENIENCE

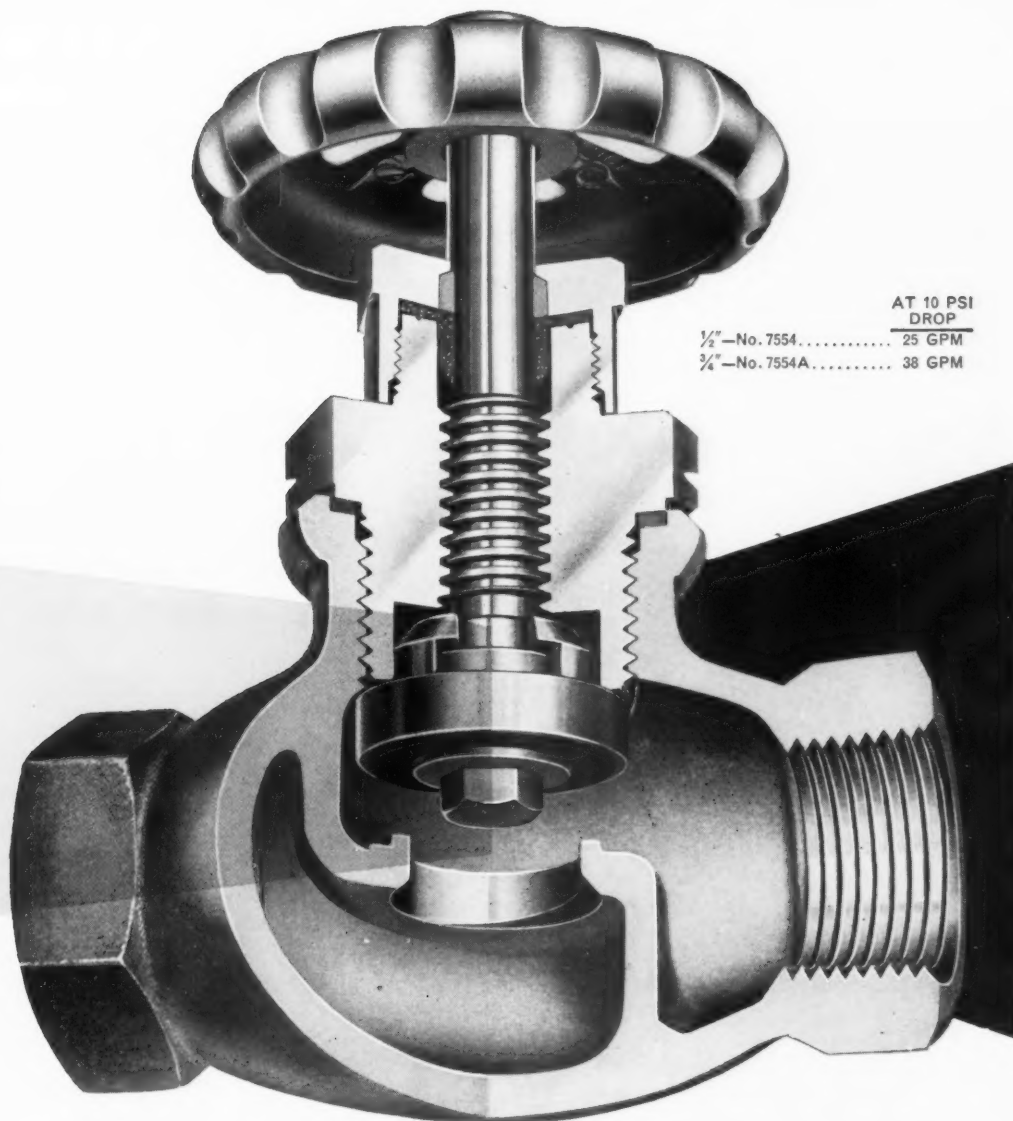
. . . you can drill and tap the boss on the downstream side of the valve for a hydrostatic relief or vent valve. In addition, a metal-to-metal back seat lets you replace the flange ring *in service*.

FOR YEARS OF DEPENDABLE PERFORMANCE

. . . a shell molded ductile iron body casting gives you outstanding strength that won't crack, or fracture from wrenching, dropping or hammer blows. In addition, you have the trouble-free durability of solid brass in the bonnet and seal cap.

FOR VERSATILITY

. . . RegO Globe Valves are ideally suited for hose-end valves, transfer valves, general bulk plant use.



	AT 10 PSI DROP
1/2" - No. 7554	25 GPM
3/4" - No. 7554A	38 GPM

ALSO... A COMPLETE LINE OF EXCLUSIVE V-RING POSITIVE-PRESSURE SEAL VALVES



FLANGED GLOBE VALVES
 1 1/2"..... No. A7511F
 2"..... No. A7513F
 3"..... No. A7517F



FLANGED ANGLE VALVES
 1 1/2"..... No. A7512F
 2"..... No. A7514F
 3"..... No. A7518F



SCREW-TYPE GLOBE VALVES
 3/4"..... No. A7505A
 1"..... No. A7507A
 1 1/4"..... No. A7509A
 1 1/2"..... No. A7511A
 2"..... No. A7513A
 2 1/2"..... No. A7515
 3"..... No. A7517



SCREW-TYPE ANGLE VALVES
 3/4"..... No. A7506A
 1"..... No. A7508A
 1 1/4"..... No. A7510A
 1 1/2"..... No. A7512A
 2"..... No. A7514A
 2 1/2"..... No. A7516
 3"..... No. A7518



DO YOU KNOW
 it will pay you
 dividends to join!

for money-saving reliability, it always pays to buy RegO

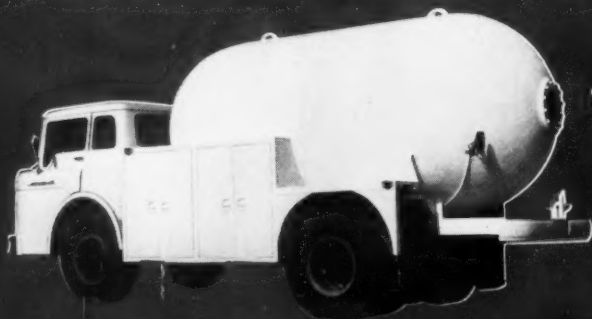
The **BASTIAN-BLESSING** Company

4201 West Peterson Avenue • Chicago 30, Illinois



MISSISSIPPI TANK COMPANY
INCORPORATED

A GREAT LINE OF TANKS...



T-1 DELIVERY *'Titan'*

The first truck tank ever built with a capacity of over 3,000 wg on a single 18,000-lb. axle.



T-1 TRANSPORT *'Load-King'*

Offers highest capacity, plus most rugged construction money can buy! Perfectly balanced, for maximum load distribution on each axle.



*Look to
Mississippi Tank
for fast delivery on...*

- DOMESTIC TANKS
- NH₃ EQUIPMENT
- BULK STORAGE SYSTEMS
- TRUCK TANKS AND TRANSPORTS
- MOTOR FUEL TANKS

*Long-term
Financing*

For built-in dependability, rely on Mississippi Tanks!

Presents...

FOR GREATER PROFITS



TWIN-DELIVERY *'Paymaster'*

Streamlined and beautiful, engineered and built for long and efficient service on back roads or highways.

Whatever your transportation or storage tank requirements may be, you can depend on Mississippi Tank products to give that extra measure of service that means extra profits for you, year after year.

Modern manufacturing methods, including automatic electric welding, X-ray testing and stress-relieving have earned for Mississippi Tank equipment a reputation second to none for reliability as well as economy.

Engineering leadership, too, is proven by such industry "firsts" as our 3,075 wg T-1 Delivery units in service since September, 1957 . . . and our structurally designed, weight-saving T-1 Transport undercarriage.



MISSISSIPPI TANK COMPANY

INCORPORATED
HATTIESBURG, MISS.

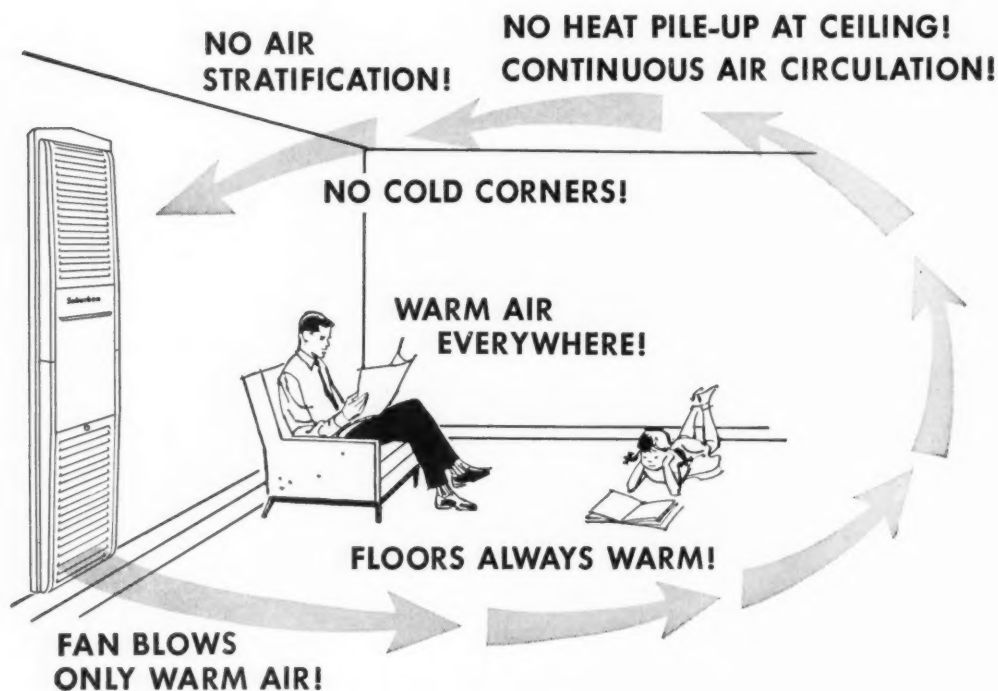


*Our Engineers
have wings!*

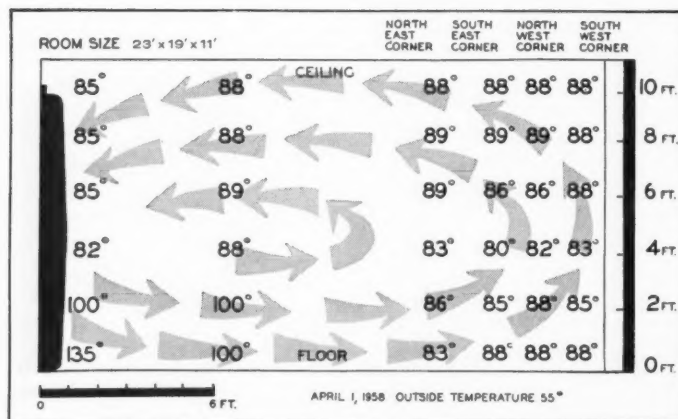


Wherever you are, whatever your problem, give us a call and we'll quote on equipment tailored to your needs.

suburban COUNTER-FLO ...NO COLD FLOORS



Proven by Actual Tests!



The temperature readings at left were recorded by thermocouples in fixed positions throughout a 23' x 19' room, with 11' ceiling. Notice the temperature recorded in the four corners. The continuous air-circulation caused floor and ceiling temperatures to be practically the same. The entire room temperature was raised higher than normal to maintain a wide differential with outside temperature —thus making the maintenance of even temperature more difficult!

HEATS EVENLY AND HOT CEILINGS!

Suburban Heats everywhere... Sells everywhere...FAST!

Suburban Counter-Flo is the one gas wall heater that gives even warmth from floor to ceiling . . . *proven by actual tests.* And you can prove this to *your* prospects by the temperature chart at left. A powerful fan pulls air in through the top grille. Air is re-heated, forced out of the bottom grille and re-circulated to every corner of the room. The result is warm floors, warm feet and ankles . . . and lots of happy customers.

Guaranteed Performance!

Heat exchanger is porcelain enameled inside and out. Guaranteed for 20 years after installation.

Simple, Low-Cost Installation!

The Suburban front panel fits between studs— automatically fits any wall 4 to 7 inches thick. Only one opening required. Available in 35,000 BTU single wall and 50,000 BTU dual wall models.

suburban

**Forced-Air, Counter-Flo
Gas Wall Heaters**

WRITE FOR DETAILS!

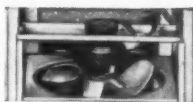
Samuel Stamping & Enameling Co., Dept. BPN-68,
Chattanooga, Tennessee

Please send me full details on new Suburban gravity type gas wall heater. I am a ☐ dealer ☐ wholesaler.

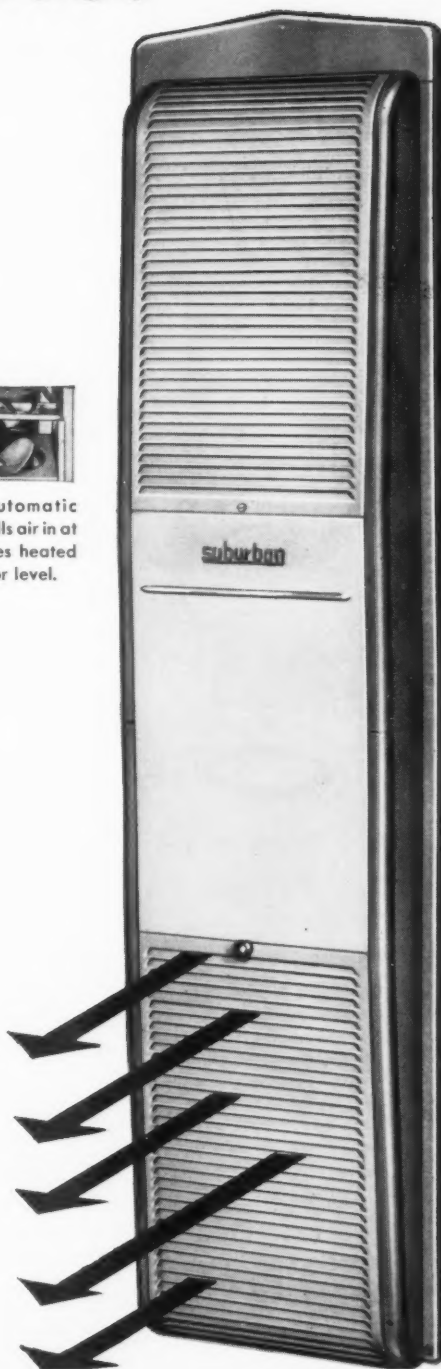
Name _____

Address _____

City _____ State _____

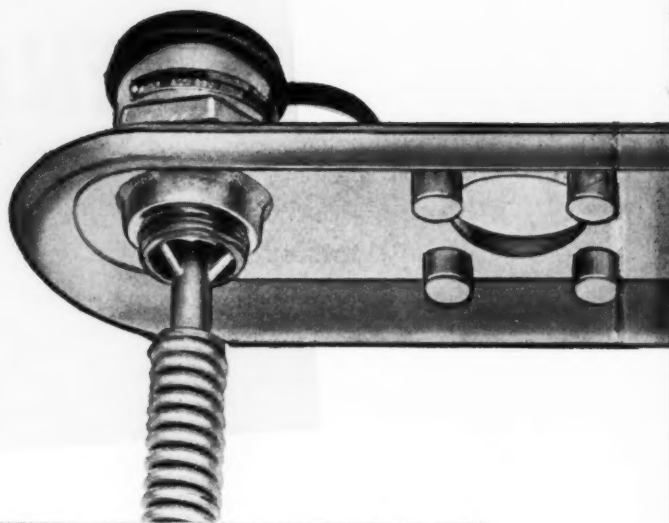


Powerful automatic built-in fan pulls air in at the top. Forces heated air out at floor level.



THINK OF IT!

...an island bar
so unique in design
it promises a new
era in tank
fitting practice.



HOW IT WORKS

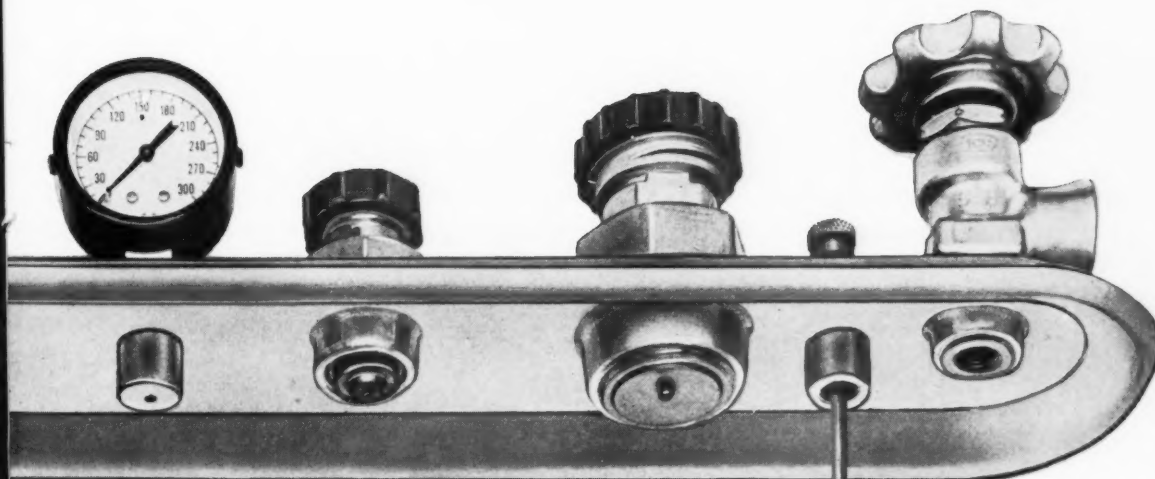
The O ring is placed over the straight threads of the valve. When the valve is fully turned into the island bar, the O ring is pressed downward against the bar, inward against the valve body and upward against the valve flange to make a perfect 3-point seal.

WHAT IS AN O RING ISLAND BAR ?

The basic concept of the Selwyn Pacific island bar goes much further than a device for holding the fittings. It encompasses a unique design of fitting attachment wherein an O ring instead of a tapered pipe thread is used for the seal.

In the final analysis this application of the modern O ring technique results in the features outlined at right — easier and faster valve installation, faster filling possibilities plus an appreciable increase in safety factors.

The standard of the future



THE **sel-pac** O RING ISLAND BAR

Check these advantages:

1. FASTER FILLING

Since filler valve extends into the tank, coupling flow restriction is ended.

2. SAFER UNIT

Because of full mechanical valve support on O ring fittings — offers lower contour — makes lower hoods possible too.

3. FASTER TESTING AND FITTING

No pipe dope or power wrenches are required on O ring fittings — O ring plugs and valves are designed to be hand tightened and wrenches — result: a considerable saving in time and money.

4. SERVICE VALVE POSITIONING

The unique Sel-Pac design allows the positioning of the service valve after the seal is made.

5. ENDS DISTORTION WORRIES

Since tapered threads do not form the seal, thread leakage caused by welding distortion is eliminated.

sel-pac
The Mark of Leadership

Selwyn-Pacific Company

14502 So. Figueroa, P.O. Box 61031

Los Angeles 61, Calif.





LP Gas *is needed here, too!*

for
**Tractors,
Farm Engines,
Crop Drying,
Tobacco Curing, etc.**



- *Let us help you develop this business...
contact our nearest sales office.*



WARREN PETROLEUM CORPORATION
TULSA, OKLAHOMA

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**BPN**

Letters

Tank size does not affect consumption rate

Michigan

Will tank sizing make any difference in consumption of propane as long as a constant pressure is maintained at the burner?

Also, does gas vapor area in a tank make any difference in consumption?

C. S. K.

There is no reason why the size of a tank or the vapor area or space in a tank should affect the rate of consumption, other factors including pressure at the burner being equal.

There are no records or results of tests that indicate that consumption varies due to size of container.—Ed.



How to test gaseous fuels for odorant concentration

New Jersey

In the "Handbook Butane-Propane Gases," 3rd Edition, we have come across on page 75, Fig. 20, an apparatus for the determination of the odorant in gas, also an odor intensity testor. The manufacturer of the apparatus is not listed in this figure.

We are very much interested in getting one of these apparatuses. Could you please tell us who manufactures this item.

W. L.

The colorimetric method described on page 75 of the "Handbook Butane-Propane Gases" was developed in the late '30's. It is effective on the mercaptans only and may be misleading if odorizing substances such as Calodorant "C" or other odorants using mixtures are encountered. Those using the method should be reasonably sure of the odorants used in the gas before tests are made.

Recently two devices have been de-

veloped and are now on the market which test gaseous fuels and give an indication of the odorant concentration in the sample of gas passed through them. Both of these systems make use of the sense of smell to establish the results of the test.

One unit was developed and we believe it is marketed by Sharples Chemicals Inc., 1100 Widener Bldg., Philadelphia, Pa. The other type unit was developed and is marketed by the Oronite Chemical Co. (makers of Calodorant), 38 Sansome St., San Francisco, Calif.

We suggest you contact one or more of the following companies who may be able to supply you with the copper oleate saturated paper and devices for its use: Sharples Chemicals Inc., Burrell Corp., 1942 Fifth Ave., Pittsburgh, and H. B. Instrument Co. Inc., American & Bristol Sts., Philadelphia. However, caution should be exercised in its use as explained above. In the final analysis the physiological tests are the only true criteria of adequate odorization.—Ed.



Metering liquid LPG is complicated problem

North Carolina

We are interested in placing a meter between tank car and storage tank for the purpose of determining accurate gallons that we are getting out of the tank car. We realize that we also must take into consideration vapor as well as liquid being unloaded. We are also interested in placing meters between storage tank and pump house.

Please advise if you know of such meters.

E. G. J.

Metering liquid LP gas entails problems not normally encountered with other less volatile fluids such as

oil, gasoline, water, etc. Liquid LP gas is usually handled at its boiling point for the conditions at that time. That is, liquid LP gas in a tank car, a storage tank or other container is under pressure, and this pressure is a function of its temperature. If the temperature of the liquid is raised, it will boil until another state of equilibrium is reached at a higher pressure and temperature. If the pressure of the liquid is lowered, it will start to boil until the liquid cools down to where the temperature and pressure are again in equilibrium.

If the liquid is at a slightly higher pressure in the container from which it is being transferred than it will be in the receiving container, it will boil as it moves through the connecting lines and equipment. The bubbles of vapor, occupying much more space than the liquid from which it was converted, will make the meter read high.

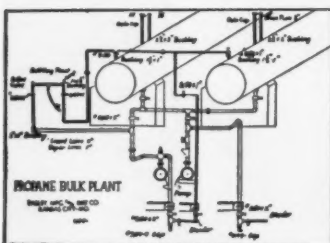
It is necessary to pump liquid LP gas through a meter at a pressure above that at which it is in equilibrium with the temperature. To be safe, meter manufacturers desire a back pressure valve on the outlet of the meter that will maintain a pressure in the meter about 10 lb above the pressure in the tank from which the liquid is being withdrawn.

There are three or four good makes of LP gas liquid meters available. They may be obtained from the following manufacturers: Neptune Meter Co., 50 West 50th St., New York, N. Y.; Rockwell Manufacturing Co., Meter & Valve Division, 400 N. Lexington Ave., Pittsburgh, Pa.; American Meter Co., Inc., 13500 Philmont Ave., Philadelphia, Pa.; Bowser Inc., 1302 E. Creighton Ave., Fort Wayne, Ind. Carefully follow their installation instructions.

Trying to determine the vapor transfer is not simple, as you will be dealing with high pressure gas, and you will have a 2-way flow. It will require a special, high pressure meter.

Probably you can do better with a

PASLEY-DESIGNED Truck Tanks (see above and right) were first to feature all controls from one location. All operation is from one point—rear compartment.



BULK PLANTS Pasley LPG and Ammonia type installations — a turnkey job or engineering for your own installation. Write, wire or call.

Also a complete line of accessory equipment.

COLOR—The Modern Trend! Bring your LPG Equipment up to date. Available in the following colors . . . (write for information)

Blush Peach Smoky Grey
Sunshine Yellow Seafoam Blue
Mustard Lime Wedgewood Green
Eureka Orchid Rose Beige
Lake Blue Desert Rose



"EVERYTHING IN LPG AND ANHYDROUS AMMONIA"

The Pasley Mfg. & Dist. Co.

601 East 11th Street • Kansas City, Mo. • Tel. Victor 2-2369

good accurate pressure gauge and calculate the volume remaining in the tank car.

There are many problems in trying to accurately meter liquid as you are planning. It is not simple.—Ed.



Controlling liquid forming in supply line

Puerto Rico

We have a butane gas system for our decorating ovens and we have been experiencing liquefying of the gas in the supply line.

The supply line is 2 in. in diameter and 275 ft long, the gas pressure in the line is 26 lb per sq in., the pressure in the tanks is 35 lb per sq in. The pressure is reduced from 35 lb per sq in. to 26 lb per sq in. with Mason-Neilan Regulator No. 138-11. We also have in use a steam evaporator in our system to evaporate the liquid.

The liquefying of the gas takes place when we shut down at 10 p.m., and when we start our operation in the morning we have to drain the lines before we can light up our oven. Our ambient temperature varies from around 82° F at 2 p.m., 76°F at 7 p.m. and 70°F around 5 a.m. No gas is used from the 275 ft line during the shut-down. We are not experiencing this liquefying in the rest of our operation, which is a 24 hour operation.

Please send us your recommendation as how to avoid this trouble.
M. S. T.

We cannot be sure of the following figures which are deduced from the information in your letter. You state the ambient temperature is 82°F at 2 p.m., 76°F at 7 p.m., and 70°F around 5 a.m. It seems reasonable that 75°F may be considered as an average temperature of the butane in the tank. You state the pressure in the tank is 35 lb per sq in. gauge.

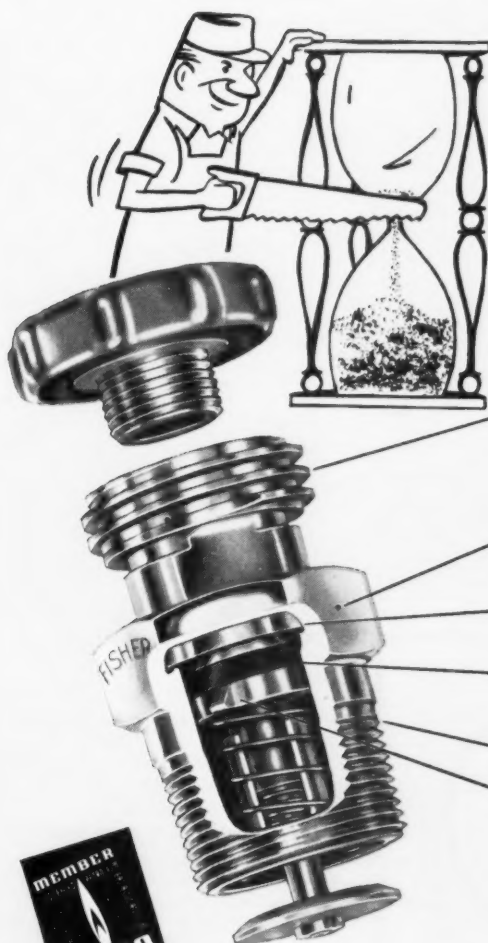
Based on 35 lb average pressure in the tank at 75°F average temperature, the butane would be about 87 per cent normal butane and 13 per cent propane. This ratio is approximate and if much iso-butane is present the propane content will be less. The dew point temperature for a mixture having a vapor pressure of 35 psig at 75°F will be approximately 61°F at 26 psig. At 60°F the saturated pressure is about 24 psig. If we have miscalculated in our assump-

FISHER®

D134 Filler Valve

Fills In Half The Time!

Yes—the Fisher D134 fills at 70 GPM at a 10 psi drop—most valves in this field fill at 30 GPM at a 10 psi drop



Acme Threads—Both ends of Acme threads are milled smooth to prevent cut and scratched hands, and allow easy hose attachment.

Bleed Hole in Lower Body—This permits positive inspection of sealing gasket between upper and lower body and acts as "tell tale" in event upper body is being removed accidentally.

Resilient Sealing Gasket—The use of a resilient sealing gasket between upper and lower bodies insures positive seal.

High Flow Capacity—Designed to provide streamlined flow channels which permit maximum flow capacity with minimum pressure drop.

Forged Brass Lower Body—Provides maximum strength and durability.

Heavy Upper Back Check Construction—This insures trouble-free performance and eliminates "blow outs" (blown-out discs) at high pressures.

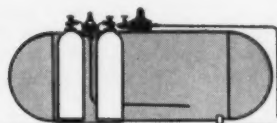
You can always expect Fisher to come up with the last word in efficiency. The Type D134 Filler Valve is a typical example of this progressive Fisher engineering.

Compare the Type D134 with any similar valve on the market. That's when you'll appreciate how far Fisher engineering goes to give you the ultimate in fast filling.

Cuts Tank Operator's Cost 2 Ways!

- Cuts filling time, saving labor costs.
- Shorter filling time saves wear on pumps and other filling equipment.

Fully Descriptive Information Upon Request



If it flows through pipe anywhere in the world . . . chances are it's controlled by . . .

FISHER GOVERNOR COMPANY

Marshalltown, Iowa



Since 1880

Letters • continued

tions and the normal butane content of the mixture is more than we estimated, the dew point pressure will be even lower than stated above. We believe this may be so because you have probably given us average daytime pressures when the sun is shining on the top of the tanks. We also assume that the line is underground. We have no figures advising the temperature underground. We believe it will be less than the ambient temperature. It may well be less than 60°F due to surface evaporation, ground water and other factors.

Your vaporizer boils the liquid and superheats the vapor so no condensation takes place during periods of operation because the fuel traveling through the lines does not cool sufficiently. However, at night, when there is no flow, gas will lay in the line, cool to the dew point, and condense. Also, the regulator may not "lock up" and permits the gas pressure in the line to build up to 28, 30 or even higher pressures when there is no flow. This raises the dew point temperature.

We suggest trying to operate at a lower pressure in the long line, or shut off the gas at the entrance to the

line when the oven is closed down at night. Close the valve just before the last burner on the oven is turned off and drop the line pressure to 10 or 15 lb before cutting off the last burner. Then the line should be dry next morning.—Ed.



Sulphur causes smoky color

Argentina

One of our customers has recently installed L. P. gas for two different glass manufacturers who previously used manufactured gas. When using this gas for heating glass to molten temperatures for making their various products, both firms report that the glass does not remain crystal clear but that it has a smoky color and in some cases fairly dark.

K. J. L.

I do not think it is the L. P. gas, as such, which is causing the discoloration in the glass, which the manufacturers are producing. There are many glass manufacturers in this country using L. P. gas and not experiencing any trouble. There are two

possible causes of your client's trouble:

1. The L. P. gas may not be refined as purely as is necessary for use with glass work. There may be enough sulphur left in the gas and it may be overodorized and this in turn carries sulphur to the glass. Sulphur will cause the smoky color.

2. The flame from the burners may be slightly reducing: that is, there is more gas than the air can burn. This will also cause a discoloration of the glass. The flame should be well on the oxidizing side to prevent discoloration from the reducing atmosphere.—Ed.



Engineering needed to effect good plant design

Missouri

I am putting in LPG storage of 12,500 gal. and putting up a small building to house my scales and bottle filling equipment.

I intend to use cement blocks and make it about 16 x 16 ft, with a built-up floor of cement.

Would you please send me pictures or information which would be helpful to me?

R. S.

We are enclosing some tear sheets of articles which have appeared in past issues of "Butane-Propane News." These articles deal with the design and layout of bulk plants and cylinder filling plants.

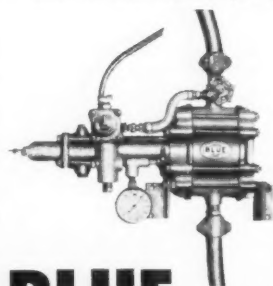
You should consult your state L. P. gas inspection authority to familiarize yourself with the regulations of your state regarding L. P. gas installations. You should also obtain copies of NFPA Pamphlet No. 58 from the National Fire Protection Association, 60 Batterymarch St., Boston. Your plant will have to meet the requirements of your state L. P. gas code to operate and it must meet NFPA Pamphlet No. 58 standards for insurance inspection and coverage.

We suggest you obtain the services of a competent engineer familiar with the design and construction of L. P. gas plants to draw up plans and details of your plant. You may locate one through the advertisements in our magazine, or your fuel supplier may be able to help you find a competent person.

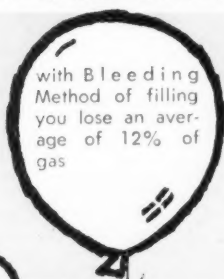
A small per cent of the cost of a plant invested in sound engineering and planning will usually pay off many times in economies of operation during the many years the plant will operate.—Ed.

SAVE 90% to 95% of Gas Loss

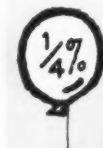
You lose 10 to 20 times MORE gas with the bleeding method of filling than you would with the BLUE LP Gas transfer pump!



=



with Bleeding Method of filling you lose an average of 12% of gas



with the BLUE LP Gas (vapor Operated) Transfer Pump you lose as little as about 1/4%

BLUE LP GAS TRANSFER PUMP

If you are now using the bleeding method of filling tractor tanks, etc. turn your high gas loss into profit with the BLUE LP Gas (vapor Operated) Transfer pump. It's 150% to 200% faster. Light weight, quickly installed and low in cost. It's safer—no electricity, no gasoline engines. Approved by Underwriters Laboratories and practically all states where LP tractor fuel is used in volume, including California and Texas.

For more information and price write, wire or phone today.

125



John Blue Company, Inc., HUNTSVILLE ALABAMA

To sell them on LP-GAS sell them



Siegler

PATENTED AUTOMATIC

**SIEGLER'S TROUBLE-FREE PERFORMANCE
GUARANTEES WARM FLOORS
AND SATISFIED LP-GAS CUSTOMERS**

Siegler's outstanding performance and features help you sell LP-gas heating. Build volume sales with *satisfied* customers and cut your service costs.

Exclusive "Traveling" Floor Heat ends the cost and discomfort of overheated ceilings. Siegler's Patented Inner Heat Tubes capture the heat others waste. The Patented Built-in Blower System "travels" it over the floors. That's why Siegler alone can offer this guarantee: *more and hotter heat over the floor—or money back.*

Here's performance and features you can demonstrate and sell! And Siegler makes warm friends for LP-Gas and *all LP-Gas appliances!* You get higher profits, higher earnings for salesmen, and no worries for the service department, when you sell Siegler.

HOW SIEGLER HELPS YOU SELL:



1. Solid Advertising Support. Siegler gives you a generous dealer advertising plan that sells Siegler heaters and your store! Nationally, Siegler backs you with the biggest advertising campaign in the business.

2. Special Promotions. Make big profits running tested promotions that fit your business to a "T." Siegler supplies a complete package of material for each promotion, and we help you run it!

3. Selective Distribution. When you merchandise Siegler, you're the dealer who cashes in on national and local advertising. Get all the facts on Siegler Selective Dealership plan.



4. Your profit stays in your pocket... no loss for call-backs and complaints. Siegler quality sees to that and makes every customer an enthusiastic salesman for you.

5. A Complete Line. There's a Siegler with "traveling" floor heat that's just right for every home from 2 to 7 rooms. You can solve any home heating problem with Siegler.

6. Your Own Merchandising Man. Your Siegler Representative is a full-time, trained specialist in the home heater field. He will show your salesman how to "sell 'em up" to Siegler, and help you plan your advertising, promotions and demonstrations.

**SIEGLER DOES MORE
WITH LP-GAS
MORE
FOR LP-GAS!**

WRITE FOR
Siegler
LP-GAS
PROMOTION
PROGRAM

The Siegler Corporation, Dept. BP-6
Centerville, Illinois

Siegler
PATENTED AUTOMATIC
LP-Gas Home Heaters

Gentlemen: Please send complete product and dealership information on Siegler LPG Home Heaters.

Name

Company Name

Address

City State

Nor-Tex**BIGGER
PAYLOAD**

DELIVERY UNITS

2500 WG Units Now Weigh Under 23,000 lbs. Loaded!

STANDARD TWIN • PAYLOAD SPECIAL • CUSTOM TWIN • DE LUXE TWIN

Nor-Tex presents the newest development in sleek, LIGHT-WEIGHT, stream-lined, twin or single barrel LPG Delivery Units and again Nor-Tex is FIRST with ALUMINUM SKIRTING and CABINETS and engineering designs which have reduced over-all weight. 3000 WG units and over are also available for use on cab over or cab forward trucks and are still within the 18,000-lb. axle limit.

Nor-Tex Custom units haul "extra" gallons each trip! You deliver "extra" gallons faster with Nor-Tex custom designed high flow plumbing. You take fewer hours and travel less miles to deliver a gallon of gas. For day in, day out efficiency, durability, payload, fast loading, high rated delivery, perfect balance and appearance Nor-Tex delivery equipment can't be beat!

Ideal In States Imposing Ton Mile Tax

Nor-Tex

TRANSPORTS

You can now haul MORE GAS and LESS STEEL than ever before with skillfully engineered, smart looking, streamlined Nor-Tex transports of T-1 and A-202 steel. These easy-to-maneuver, road-tested units are hauling more gas and substantially boosting profits for users everywhere. Nor-Tex transports are safe and dependable . . . built by men with years of bulk plant experience. May we help you? Phone, wire or write today! Interested attention, experienced assistance and helpful suggestions are yours for the asking.

We Are Truck Distributors

As authorized new truck distributors Nor-Tex can save you hundreds of dollars on Internationals . . . Chevrolets . . . Fords and GMC's. Order any unit you need. You can't beat a Nor-Tex deal for all around value.

WRITE, WIRE
OR PHONE
FOR PRICES

Nor-Tex
PRODUCTS
COMPANY

National Sales Agents for

NORTH TEXAS



Nor-Tex ROCKET

Boosting LP Gas Sales Everywhere

New 1000 and 2000 WG Nor-Tex "Rockets" (strategically placed for best distribution) will substantially boost year 'round sales and quotas for bulk plants everywhere. Makes an excellent attention compelling ad to attract LPG customers. Large, enclosed cabinet at base, with convenient arrangement of fittings, is flexible to any type of installation. Complete self-contained unit (pump-valves-meter-strainer-hose) occupies only 72" diameter.

Completely Flexible

Nor-Tex Rocket Service Stations can be used as storage with any type or make of dispenser... installed on base of rocket or on an island.

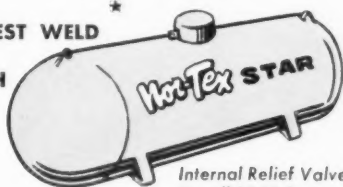
★ STRONGEST WELD

EXTRA STRENGTH

Custom Made Hood

Multi-Valve

Rego Regulators



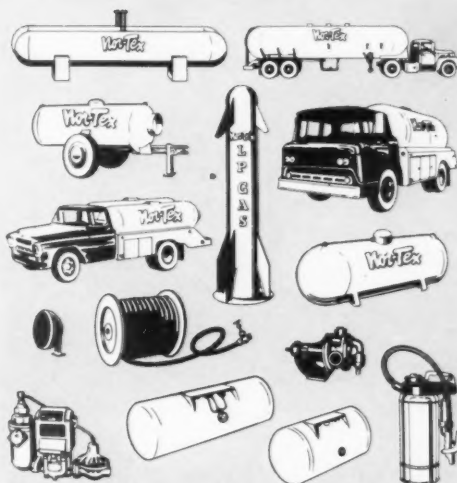
Internal Relief Valve
On All STAR Systems

HITCH YOUR PROFITS TO A STAR

- ★ Can't be beat for Quality... Features... Design or Price.
- ★ Nor-Tex construction exceeds all safety requirements
- ★ Thoroughly buffed and cleaned for finest appearance.
- ★ The Nor-Tex STAR is completely fitted and ready for use.
- ★ Bottom outlets are standard on all above ground tanks.
- ★ Immediate delivery on one Nor-Tex STAR or a truckload.

2% - 10 days, on truckload lots delivered in our trade area or ask about our finance plan.

LOOK TO Nor-Tex For ALL Your LPG NEEDS



One Nor-Tex Call
Gets It All!



Nor-Tex
LOW COST
LPG
Financing

A PLAN TO MEET EVERY NEED

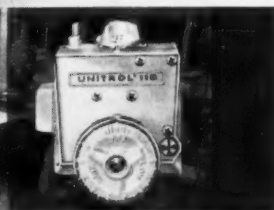
TANK CO.

P. O. BOX 1219
DENTON, TEXAS
DUpont 2-5416

the why*
behind a
big decision

From its modern \$10,000,000.00 plant in Long Beach...

Robertshaw enters the manufacture of Central Heating Controls!

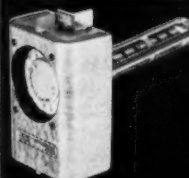


* **Exacting Quality Control**—a proved factor in the successful development and production of millions of dependable water and space heater controls.

Unitrol 110—the standard of the water heater industry... more than 3,000,000 controls produced and sold with less than one-half of one percent returns.



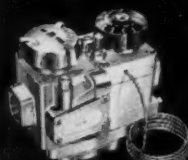
TR Wall Thermostat—dependable comfort control for the home... "fashion-right at home" in any decor!



FAL 400 Fan & Limit Control—Compact, easy to install... Fan & Limit Control settings adjustable.

* **Exacting Quality Control**—now lends its technique to the manufacture of Central Heating Controls and Accessories!

Unitrol® 1000—interchangeable cartridges convert basic unit from manual to automatic or wall thermostat operation.



#9 Pilot and Super-Cled Thermocouple—An unbeatable combination for positive, safe operation.



Dependable Robertshaw controls are advertised nationally to your customers in *Good Housekeeping*, *American Home*, *Sunset* and *Saturday Evening Post*.

CONTACT:



Robertshaw-Fulton

CONTROLS COMPANY

GRAYSON CONTROLS DIVISION, LONG BEACH, CALIFORNIA

JUNE 1958

beyond the mains



DIG THIS CRAZY RECESSION! It is extremely spotted, thoroughly unreliable, and on the whole the most prosperous recession we have ever experienced. For instance--Savings are at an all-time high. Farm income is reported "up 13 percent." Time sales are off. Durable goods sales are mostly down. And yet--Ken Wolfe of Fisher Governor ordered a new Cadillac on May 1 and had to wait six weeks for delivery. Same dealer could have given him six Chevrolets per day from here on out. Dearborn Stove reports business ahead of last year. Agricultural Equipment Corp. booked almost as much business during the LPGA convention as they sold in all last year. The carburetion people, riding the current wave of economy-consciousness, are selling more conversion units than ever before in history.

The automobile business is really down, but it seems to be a hang-over caused by the over-selling spree of the past three years. All the businesses that depend on new car production are sharply down. Aircraft industry figures are low because of change of emphasis from piloted craft to missiles. These factors make unemployment in critical areas. With unemployment, gasoline use is down and refiners report reduced earnings. Aside from these very real headaches the recession seems to be mostly psychological. People are sitting on their wallets. The best thing we saw at the Convention was a little booklet entitled "How to get rich." All it said inside was "Go to work."

THE WEAK LINK IN OUR INDUSTRY PROMOTION is still at the local level. Through the National LP-Gas Council we now have an outstanding national advertising program directed at rural, suburban and home-building sectors. We share the benefits of a top-rated TV program in "Playhouse 90." The special seasonal programs of the American Gas Association reach the country as well as the city. And now we have our own Council-sponsored newscasts over the Mutual network. These combine to create interest in and demand for your product and service in your own locality. The next problem is, "How does the prospect find out where to find you?"

Continued



The national programs cannot direct the prospects to an individual dealer. They must of necessity be confined to promotion of the industry, and to creating demand for fuel for specific uses. "See your local dealer" means "See any local dealer." It is up to you to channel the demand to your own place of business. To be most effective, your local promotion should be geared to the momentum of these larger programs. By proper tie-in you can channel much of this demand to your own show room.

To help make this possible the Council has an actively functioning Dealer Aid Committee which supplies the planning service and local advertising and promotional materials that most dealers lack the time, experience or facilities to create for themselves. These aids are high in quality, and through quantity production they are low in cost. This program was developed for the small dealer, but it is of such quality and scope that it has been adopted for local branch use by some of the largest multiple-plant operators in the business. It is available to all Council members. We earnestly recommend that you consider using this service to put the final link in the chain of promotion.

YOUR ORGANIZATION IS A REFLECTION OF YOU--OR IS IT? Editors have been known to trip over their own pearls of wisdom. Like the time your editor arrived late at an industry meeting during his first trip through the South. Strictly out of courtesy, he was called on for an impromptu talk. Being prepared for the unexpected, he gave them the old line, nicely polished, about every good organization being the reflection of the personality at its head. Dull people, like dull surfaces, he added, do not reflect. But bright, alert people send out a true image.

The modest little man on the back row was obviously unconvinced, but seemed willing to talk. Your editor did not know it, but this unassuming man was the leading operator in that part of the world, and definitely the power behind the local industry association. "Haven't you found this to be the case?" your editor asked. "I don't know," was the reply. "I have always been afraid that it might."

Karl Abell

The LPG valve with the LARGER... TOUGHER metal diaphragm

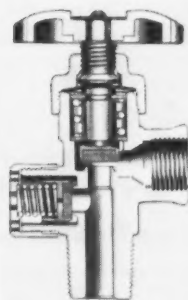
- ★ **Fills Faster!**
- ★ **More Rugged Construction!**
- ★ **And a far better Safety Device!**



The Sherwood Valve was purposely designed with a larger metal diaphragm in order to exceed 25 gallons per minute filling at 100 PSI pressure drop across valve. *This means FASTER FILLING!* These larger diaphragms are fabricated from premium metal alloys that are impervious to liquefied petroleum gases. A real quality plus.

Then for safety . . . is added a C.G. 7 or 8 safety relief valve, with specially formulated rubber seat, that allows 700 CFM of propane to pass at 480 PSI pressure, allowing its use on any LPG cylinder up to and including 200# capacity. Available in 4 different models. These and many other exclusive features make Sherwood the most desirable

LPG valve in America today. Add to all this our *fast* delivery and *interesting* price and you have several good reasons for asking us to quote on your next LPG valve requirement.



Here's your VALUE PLUS!

Highly polished stem head for smooth operation. Specially formulated lubrication. Tough bronze stem that cannot "freeze" or seize. Bigger, faster filling diaphragm of alloy impervious to LPG. Lower stem assembly is *one* (easy-to-replace) unit. Safety device is sufficient for use on 200# capacity LPG cylinders. More brass added in strategic spots in forging for years of extra service life.

Distributor territories still available in some areas. Write for details.

WRITE FOR THIS FACT FOLDER

For all the complete details, drop us a line for a fully illustrated, fact filled folder. For an informal quote, add a few facts to your letter about your requirements. **NO SALESMAN WILL CALL UNLESS YOU REQUEST IT!**



Sherwood Valve DIVISION
ALUMINUM AND BRASS CO., INC. LOCKPORT, N. Y.



SURE, he is sure . . .

He has no worries since his new plant from blueprints to completion was handled by ANCO!

Anco's services include engineering, construction, and turnkey installation of bulk distribution plants, river terminals, barge tanks, stand by plants, gas-air mix plants, stand by systems or pipeline terminals.

Before you buy ask ANCO!

*Liquefied Petroleum Gas and Anhydrous Ammonia Equipment
(Flint Tanks . . . of Course)*



Manufacturing & Supply Co.

Tulsa, Oklahoma • 21st at Union • LUther 4-6187
 Memphis, Tenn. — 241 Industrial Avenue — WHitehall 6-1694
 East St. Louis, Ill.—6503 St. Clair Ave. (Hy. 50)—Express 7-0200
 Des Moines, Ia.—327 Insurance Exchange Bldg.—CHerry 4-5347

By NEIL REGEIMBAL
Washington Editor



BPN

Washington Report

From BUTANE-PROPANE News Washington Bureau

Government helps push electric appliance sales

Government officials are teaming up with manufacturers and Rural Electric Cooperatives to push sales of electric appliances.

Agriculture Department bigwigs, with the blessing of President Eisenhower, set a two-week period ending early in June for the joint promotional effort to increase sales of electrical appliances. It's billed as an anti-recession move in line with the President's urging that consumers help bring about a business upturn by buying more goods.

The President in a letter on March 19 specifically urged the Rural Electrification Administration to take steps to encourage electrical appliance purchases "for improved farm and farm family living."

The plan calls for local appliance dealers and REA co-ops to join forces to encourage farmers to buy electrical equipment, appliances, improve household wiring, rewire, and buy farm and home water systems

New home construction a bright spot in economy

The outlook for new home construction in 1958 is still one of the brightest spots in an otherwise dingy economic outlook.

New federal housing legislation, totaling to \$1.8 billion, coupled with vastly improved credit and interest rate conditions, may well swell this year's new home building total over 1.2 million units.

This compares with about 970,000 last year, estimates earlier of about 1.1 million for 1958, and a recent peak in 1954 of 1.3 million.

Cold, wet weather was blamed by most experts with holding back the home building surge this spring. New housing starts continued at a reduced pace through March.

But applications for government mortgage loan insurance, both to the Federal Housing Authority and the Veterans Administration, ran sharply ahead of several previous years through most of the spring, indicating that a break in the weather would touch off a flurry of building activity.

Congress authorizes step-up in highway program

Speed up this year in the nation's road-building program will mean more rapid changes in home and business development in many areas of the country.

Federal and state governments in the next 12 months will spend an estimated \$7 billion or more to build new roads and highways. Included in this will be more than \$2 billion in high-speed interstate super highways.

It is the interstate road construction which will do

the most to change the face of the country, opening up new land for business and residential development and changing business patterns.

Congress recently authorized a step-up in the highway construction program, adding some \$800 million to the \$2.6 billion it had already authorized to be spent in the next year. This increase is a speed-up in previously authorized projects, not in additional projects.

Farm electric usage up in most areas

Farmers are using more electric power and getting higher bills even though the per kw hr cost is decreasing slightly in most areas.

A survey by the U. S. Agriculture Department shows that in 1957, farm electric usage over the country averaged 415 kw hr a month at an average cost of 2.5 cents per kw hr, for an average monthly cost of \$10.50.

Usage was up last year 2 per cent over 1956 and 112 per cent over the 1947-49 average. The cost per kw hr last year was 1 per cent below 1956 and 19 per cent below the 1947-49 average. The average monthly bill was up 1 per cent over 1956 and 71 per cent over the 1947-49 average.

The highest average monthly bills, \$23.10, were recorded in the Pacific Coast areas where the cost per kw hr is the lowest in the country at 1.9 cents.

The lowest average monthly bills, \$6.50, were reported in the East South Central area which has the second lowest cost per kw hr or 2.1 cents. The West North Central area recorded the highest cost per kw hr of 3.3 cents.

Fair trade will get a closer look in Congress

Congress this year will take a look at the current breakdown of fair trade and the need for new federal legislation. Appliances will be studied particularly.

A House Commerce subcommittee, headed by Rep. Peter F. Mack (D.), Ill., opened hearings April 29 on a fair trade measure drafted by the retail druggists and sponsored by Rep. Oren Harris (D.), Ark., chairman of the parent Commerce Committee. The Harris bill would permit a manufacturer to control resale prices for his merchandise anywhere in the country under the trademark laws.

In the Senate, Sen. Hubert Humphrey (D.), Minn., has fair trade under study by his Small Business subcommittee. Sen. Humphrey has not endorsed the Harris bill. His committee's inquiry, he says, will cover discount house operations and their effect on business generally and small business particularly; the present status of fair trade, and the need for a new federal fair trade or anti-loss-leader law.

Butane Barry and Propane Perry

"Is this a balancing act, Perry?"

"The act of balancing the load like a Cities Service Distributor, Barry!"



Yes, Cities Service Distributors will balance the load this spring and summer!

Cities Service Distributors don't have the problem of see-saw volume between winter and summer.

With the expert engineering assistance provided by Cities Service, they're making more and more farm, fleet, and industrial conversions each year . . . conversions that keep spring and summer business in balance with winter.

Moreover, in addition to technical assistance, these distributors are taking advantage of all this additional

Cities Service support: 1. Accounting, 2. Credit, 3. Solicitation of new business, 4. Routing, 5. Labor-management relations, 6. Collections, 7. Expansion, 8. Fleet maintenance, 9. No retail competition.

There you see the reasons why the growing's great in '58 for Cities Service Distributors. For the hottest spring and summer ever, sign up with Cities Service. Talk with a representative from the nearest office.

SERVICE! . . . Part of our name, part of our business!

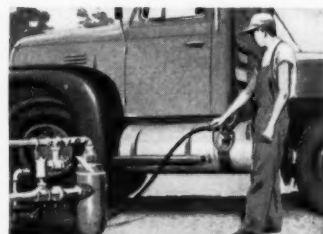
CITIES SERVICE
QUALITY PETROLEUM PRODUCTS

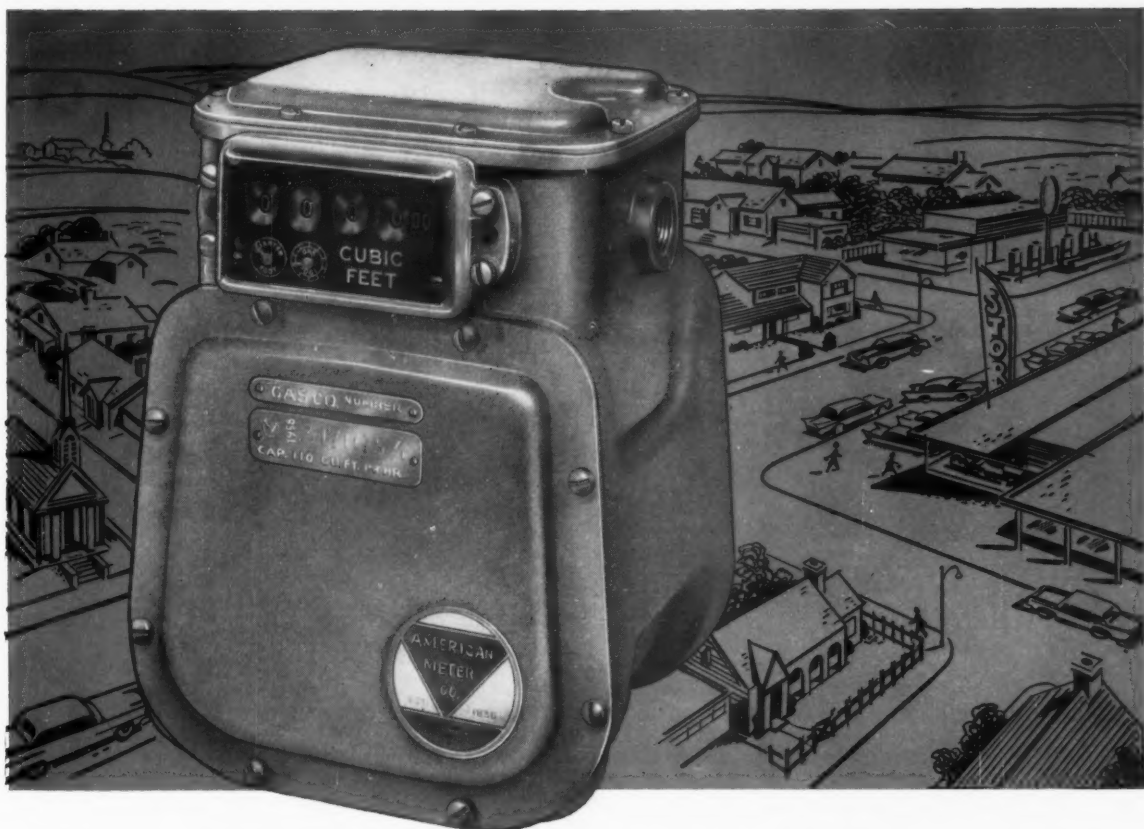
3435 Broadway
Kansas City, Missouri
20 N. Wacker Drive
Chicago, Illinois

500 Robert Street
St. Paul, Minnesota
6611 Euclid Avenue
Cleveland, Ohio



Special assistance with carburetion conversions helps Cities Service Distributors tap vast markets for LP-Gas among farms, fleets, and factories. With the aid of Cities Service, these distributors are constantly finding new ways to balance the seasonal load.





AMERICAN® METERED SERVICE CUTS COSTS helps build LP-Gas heating loads faster

American's new AL-110-LPG eye-catching, attractive meters, designed for medium-sized homes with space heating and for small commercial loads, provide accurate measurement from pilot to full capacity. Compact, light weight, die-cast aluminum alloy one-piece body construction provides high resistance to impact damage — and assures easy setting where space is limited.

Dependability is built into AL-110-LPG meters with American's proven design and quality construction, including rubber grommet seals, self-lubricating porous bronze bearings and reinforced flag rods. Precision machined bodies provide complete parts interchangeability.

LP-Gas meters bring "utility-type" service to your customers — build satisfaction and confidence in your service and help you sell more gas and gas appliances.

Ask your nearest American representative for Bulletin 307.

AMERICAN®

METER COMPANY

INCORPORATED (ESTABLISHED 1836)

GENERAL SALES OFFICE: Somerton, Philadelphia 16, Penna. • Albany • Alhambra • Atlanta
Baltimore • Birmingham • Boston • Chicago • Dallas • Denver • Erie • Houston
Kansas City • Los Angeles • Minneapolis • New York • Omaha • Pittsburgh • San Francisco
Seattle • Tulsa • Wynnewood. IN CANADA: Canadian Meter Company, Ltd., Milton, Ontario
Calgary • Edmonton • Regina

SUPPLIERS TO THE GAS INDUSTRY for Ironcase, Tinned Steelcase, Aluminumcase and Welded
Steelcase Meters • American-Westcott Orifice Meters • Instruments • Reliance Regulators
Apparatus • Valves



NEW

AMERICAN®
ALUMINUMCASE
AL-110-LPG METERS



HIGH CAPACITY

Rated capacity 110 cfh propane at ½-inch w.c. differential — 5 psi working pressure. Available with ¾, ½ or ¼-inch F.P.T. connections.

LIGHT WEIGHT

Aluminum alloy die-cast meter weighs less than 17 pounds. Compact for easy installation where space is limited.

DURAMIC DIAPHRAGMS

Proven, bellows-type molded Duramic diaphragms — designed to meet the requirements of LP-Gas Services.

PLASTIC INDEX BOX

Molded one-piece construction has high impact strength — provides easy index reading.



... to make certain before you buy *any* mechanical equipment that parts are readily available when you need them.

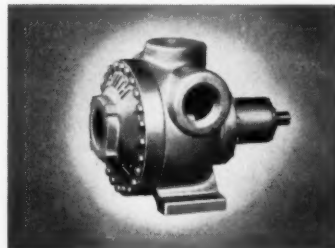
Smith Precision Products Company has specialized in the manufacture of LP-Gas pumps for nearly 20 years. *We make our own parts*, and carry them in stock so we can make shipment the *same day* your order is received. Our factory is located in a large manufacturing center, served by many transcontinental truck, railroad and air lines. Repair service takes priority over new work in our shop.

If you need FAST SERVICE, telephone us at RYan 1-2293 (Los Angeles Exchange), or call any of the four warehouses of our Southeastern Distributor, Pond-Johnston, Inc.

It also makes sense to have your old Smith Pumps repaired or replaced. Any model manufactured by us since 1945 can be brought completely up to date for less than half the cost of a new Smith Pump of the same size and type, and for less than the cost of the cheapest competitive model.

Eight sizes of new truck pumps for direct connecting to engine power takeoff 20 GPM to 100 GPM. Shaft speeds 500, 900, 1800 RPM.

Eight sizes of new bulk plant pumps for *direct* connection to electric motors (No extra belt, chain or gear drives to buy and keep serviced, no expensive slow-speed motors required).



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JUNE 1958



"Those factory-equipped LPG tractors of yours are real beauties. We would like to give you any help you need in selling them."

—John R. Lewis, supervisor, Farm Uses department, Rapid Thermogas Co., Des Moines, Iowa.

"Fine. We need the cooperation of LPG dealers. We know the tractor, you know the fuel. Together we can do a big sales job."—M. L. Humphreys, Des Moines division manager, Minneapolis-Moline Co.



A planned promotion program puts Thermogas 'on the farm'

By JAMES E. LUBBOCK

WORKING with farm equipment dealers, county extension agents, farm organizations, and clubs, holds the key to the tremendous potential farm use of L. P. gas, according to John R. Lewis, supervisor of the Farm

Uses department, Rapid Thermogas Co., Des Moines, Iowa.

"The real future for L. P. gas is in its bulk use in agriculture. There will be no mains coming into the rural areas for a long, long time, and the farmer uses gas for many things," Mr. Lewis said. "If we want to increase our volume

per customer, and our summer load, we must get onto the farms.

"Crop dryers and tractors offer our biggest farm potential, in addition to home heating, of course. But, we aren't in the business of selling crop dryers and tractors. So our big job is to work with the people who are."

A one-time farmer himself, Mr. Lewis now heads an ambitious, long-range farm program for Rapid Thermogas, which sells 25 to 30 million gal. of L. P. gas a year. General offices and the main bulk storage plant are in Des Moines, and there are 23 additional plants in Iowa, two in Illinois, and four in Wisconsin. These serve the company's own bulk and cylinder customers, as well as over 750 independent bottle gas dealers.

Began farm program from scratch

"Our farm use program began from scratch about two years ago," Mr. Lewis said. "We spent the first year in research and in gathering statistics. We had to prove what we suspected—that the farm potential was certainly there, but was not being realized. One survey revealed that only one-third of our bulk customers were farmers.

"At the end of the first year we embarked on the major portion of our program, which, in a word, is 'contact'. This includes contact with the dealers who handle crop dryers, tractors, etc., contact with representatives of the firms that manufacture the equipment, and contact with the farmers personally, and through their groups, through fairs, harvest days, and other promotions.

"Basically, we must get to the farmer and to the people who sell to him. We must educate the farmer to demand L. P. gas equipment, and educate the dealer to supply it."

Planned sales program

To do this at the lowest possible cost, and without additional manpower, Rapid Thermogas has set up a planned sales program for its managers and field men. This is described in a two-page printed bulletin distributed to them.

Here, are some of the contacts it stresses:

1. Implement dealers and blockmen (manufacturer's territory supervisors) in area.
 - a. Visit all implement dealers at least once a year. *Persistence* is required. Better dealers should be contacted at regular intervals—possibly three times a year. Importance of your contacts with blockmen cannot be overstated.
2. County extension agents.
 - a. An appointment or dinner date to go into details on the merits and advantages of L. P. gas for farm operations.
3. High school agriculture teachers, 4-H leaders.
 - a. Offer to participate in classes or meetings on Farm L. P. gas uses. Adult education classes are held frequently.
4. Farm managers.
 - a. Meet them in their offices, and discuss these uses.
5. Farm Bureau and other farm organizations.

Seasonal activities on tractors, dryers.

July, August, September—Close contact with crop dryer dealers in your area, with participation in field days and other local promotions.

January, February, March — Working with farm bulk customers and implement dealers, in promotion of L. P. gas tractors by meetings, help on L. P. gas tractor sales, on conversions, and advertising.

Steps to take for an active sales and promotion program.

1. Make a list of all farm bulk customers—keep it up-to-date.
 - a. Contact *all* of these customers personally between December and March on tractors, during the summer on other uses.
 - b. Definite and strict adherence to a calling procedure planned in advance.
2. Keep a record on each farmer, indicating livestock and crops raised and LPG equipment needed.
3. Be very generous with sales literature.
 - a. On personal calls.
 - b. Direct mail to this list of customers.

c. Personal delivery by bulk truck operator.

4. Meetings.

a. Schedule one very large meeting in January or February, inviting dealers and farm bulk customers, present tractor owners, and other interested prospects. Give the meeting a lot of publicity. If desired, part of the meeting can include crop drying or pig brooding. All blockmen should be invited.

b. Or hold several small meetings at implement dealer's store, with surrounding farmers. Blockmen will usually cooperate on these meetings.

5. Promotions.

a. Perhaps we should consider strongly the effectiveness of one big "L. P. Day" at the plant, showing all gas uses. Plans should be started months before the event.

b. Participation at field days, and at fairs where practical.

6. More local advertising.

a. Directed to seasonal uses and in line with sales efforts most effective at the time.

b. Use of letters giving particulars on L. P. gas tractors to farm bulk customers.

The program to make people L. P. gas conscious toward farm uses, will create a substantial rise in home heating, as farmers will prefer to "get set" for other uses by means of the bulk installations.

Purpose of contacts

"The purpose of all this contact work," Mr. Lewis declared, "is definitely not high pressure salesmanship. We try to get on a friendly basis with the implement dealer. We want him to know us and know he can depend on us to come out and help him close an L. P. gas equipment sale, for example, and that we can provide service to our mutual customer.

"Our overall purpose is to show people — dealers, teachers and farmers—that we can be of valuable assistance. So we are always glad to speak at meetings, etc. But we never mention Thermogas. It is enough that we are introduced as being from the Thermogas Co. And we are always careful, at



Exclusive field report



John R. Lewis, Thermogas, calls back on farmer Endren P. Johnson in Huxley, Iowa.

a meeting on dryers, for example, not to sell crop dryers, but to sell crop drying."

Promoting crop dryers

Crop dryers, according to Mr. Lewis, offer a really big future potential for farm use, followed by L. P. gas tractors. Taking into account year-by-year fluctuations, the average farm crop dryer is expected to use more than 3000 gal. of L. P. gas annually, much of it early in the fall. Grain elevator dryers use up to 50,000 gal. a year.

Specifically then, how does Rapid Thermogas go about increasing the sales of dryers, tractors, and tractor conversions, so it can increase its sales of gas for this equipment? This is the story on dryers:

About a year ago, Mr. Lewis and Grant Haas, then the director of sales for the firm, took a trip (Mr. Haas has just retired)

through Kansas and Nebraska. They talked to executives at one dryer company (Behlen), who told them how many units had been sold in the area. Mr. Lewis had read that an increased acreage was expected in grain sorghum, which should be harvested while still moist and must be dried for prolonged storage. So he and Mr. Haas returned to Des Moines, expecting to set up a big program on crop dryers.

The first step was to locate dealers who handled dryers. Many of these also handled tractors. Next, a representative of Rapid Thermogas called on the dealer, introduced himself, and got things on as friendly a basis as possible. He told the dealer that Thermogas knew the hook-up and service of dryers and other L. P. gas equipment, which the dealer probably didn't. He explained to the dealer that the dryer uses a pretty good flow of L. P. gas. Therefore, cor-

rect hook-up and adequate sized fuel line must be used or the dryer can not perform satisfactorily. But, the dealer was told, with proper installation, the service problems for the dryer are small.

A tank rental program was also set-up and explained to all the dealers. For this, Thermogas usually insists on a 1000 gal. tank. The difference in rental cost over a smaller tank is negligible, yet gas is one cent a gal. cheaper for a 1000 gal. tank and deliveries need not be made to it as often.

"Incidentally," Mr. Lewis said, "we found that farmers wishing to move these tanks were using tractors with manure scoops to place these tanks up on their wagons, so we quit renting bottom outlet tanks, and went to those which take fuel off the top."

Farmer contact

After making contact with dealers and dryer manufacturers,

the next step was contact with the farmers. Thermogas began a vigorous program of participation in field days, fairs, and corn picking contests. The firm took part in 24 of these in 1957.

At these events, the dryer people and implement dealers often have demonstrations of their equipment which involve harvesting several acres of grain for a farmer to show their equipment in action. As its part, Thermogas simply sets up a tank with the firm's name on it and supplies several employees who wear white Frank Buck-type hats and are available to answer questions. The implement dealer, who often is pushing a picker-sheller too, puts his equipment in the field, picks the grain, loads it into the dryer, unloads it, etc. It is usually an all-afternoon project.

"This is another value of keeping in constant touch with dealers," Mr. Lewis said. "We know about coming promotions, and have an opportunity to take part in them."

Because Thermogas isn't selling any specific brand of dryer, its employees are often invited to speak to agriculture groups. During his talk, this employee tells what type of dryers are available, how many acres a farmer should have before purchasing one, the cost to dry a bushel of grain, and what the farmer should charge if he plans to do custom work.

"At these meetings, we have literature from all the dryer companies and pass it out to everyone present," Mr. Lewis said. "We don't push one brand over another. Ninety per cent of the dryers use L. P. gas. So, virtually any dryer sale is to our advantage."

Mr. Lewis estimates that roughly 500 dryers were sold in Iowa in 1957 alone, and, he expects that figure to be far surpassed this year. For one reason, the wet year just past showed the great benefits of owning a crop dryer. For another, the manufacturers sold dryers as fast as they could build them, and their waiting lists indicate they could have sold twice as many if they had had them to sell.

"Although the popularity of grain sorghum has had some effect

in boosting dryer sales," Mr. Lewis declared, "we feel the big potential is still in corn drying."

Promoting tractors

The Thermogas program to promote L. P. gas use in tractors is also based on working through dealers—whether for conversions or sales of new, factory-equipped L. P. gas tractors.

"Our main push is on new equip-

ment system will be readjusted.

"4. If we sell a conversion job, we install it at an implement dealer's shop. He has the tools and equipment.

Thermogas sends an experienced man to help the dealers. The farmer is charged list price for all parts. The equipment dealer gets a dealer discount on all of this conversion equipment.

"But sometimes the dealer's men tend to sit back and watch our



Thermogas teams up with implement dealers at field days and farm shows in a joint effort to promote crop dryers and L. P. gas. The implement dealer supplies the dryer.

ment," Mr. Lewis said. "We checked a lot of conversions, and found two things to be true:

"1. A great deal of time and expense would be required to train our personnel to do a good job of conversions — and we feel conversions must be done properly:

"2. Call-backs on conversions, plus the fact that we must sell gas at lower prices for tractor use (to meet competition), eat up the profits of conversions.

"For these reasons we haven't gone all out on a big conversion program. However, we do make conversions, observing these rules:

"1. The tractor should not be over five years old.

"2. Unless fairly new, the tractor should be either overhauled, or cleaned up, and high-compressioned.

"3. We insist that a cold manifold be installed and that the

man make the conversion," Mr. Lewis explained. "We have to see that this does not happen. Our purpose in helping them with their first conversions is to teach them so they can do the following conversions without our help."

Thermogas reaps a real, intangible value through this assistance. A properly-installed conversion acquaints the dealer with L. P. gas equipment and he may become a convert, and will sell more in the future.

Thermogas has several men qualified to handle conversions who are particularly fine mechanics and trouble-shooters. In addition, Thermogas employees periodically attend the Midwest L. P. Gas Tractor & Carburetion School at Iowa State College, Ames, Iowa. This has been held every three months under the sponsorship of the LPGA.

Emphasis on new tractors

"We figure that L. P. gas saves \$2 a day on tractor operation," Mr. Lewis said. "So, we often tell a farmer with an old tractor to wait until he can get a new one. The savings in LPG operation won't be enough to amortize the cost of converting, if his old tractor is going to wear out in a short time. Also, equipment dealers tend to be more conscientious on service for new tractors."

tive," Mr. Lewis said. "They are really helping us 'sell' dealers on the idea of pushing L. P. gas equipment."

"With tractors as with other L. P. gas equipment, the best we can expect is that the dealer will finally want to sell the equipment to a farmer who wants to buy it. At present, dealers often prefer to sell gasoline or diesel equipment because they don't know the advantages of L. P. gas."

a considerable amount of advertising. This includes a direct-mail program, highway signs, and newspaper, radio, and TV ads.

Typical of the direct mailings is one which includes a promotional piece on tractors, and a personal letter from a plant manager. This went to all farm bulk customers who did not have L. P. gas tractors. A follow-up included a longer letter from the manager and a reprint from a farm magazine which praised L. P. gas tractors. Both these mailings went out early this year, because farmers usually buy this equipment in the spring.

"As in our personal contacts, we emphasize the educational rather than the sales approach," Mr. Lewis said.

Other farm uses

Farm uses of L. P. gas aren't limited to dryers and tractor, of course. Thermogas farm customers also use it for home heating, cooking, water heating, and clothes drying—all the usual domestic uses—plus: stock tank heating, hog house heating, pig "blankets," poultry brooding, farm trucks, weed burning, irrigation pump motors, and combination space water heaters for milk houses.

"At present, we can't even guess at our farm customers' total gallonage," Mr. Haas said. But a farm tractor alone uses about 1800 gal. a year, and a grain dryer uses about 3000 gal. In addition, we have sold our rural users more than 7500 stock tank heaters, about 1000 space-water heaters for milk houses, and thousands of poultry brooders. So the one-third of our customers who are farmers must far outstrip our overall average.

"L. P. gas is used on 65 per cent of Iowa's 178,000 farms. We've had a good recent increase in farm use, but we can't say for sure how much is a result of our program," Mr. Haas said. "We didn't launch this as a short-range promotion, and we aren't particularly concerned with short-range results. What we are after is the tremendous future potential that awaits us from bulk use in agriculture." ■



This was the Thermogas exhibit at the 1957 Iowa State Fair. Exhibiting at fairs, plowing contests, and other such events is an important part of the firm's farmer contact program.

Manufacturers will be pushing new L. P. gas tractors in from three to five years, and conversions will be of even-smaller importance, according to Mr. Haas. He pointed to the fact that in 1955 only 3 per cent of the new tractors shipped in the United States were L. P. gas equipped. In 1956, L. P. gas tractors accounted for 4 per cent of the total, and during the first nine months of 1957, they made up 5.8 per cent—nearly double the 1955 figure.

The first step in Rapid Thermogas' promotion of new L. P. gas tractor sales was to find out who the manufacturers' blockmen, or territory supervisors, were. Thermogas then contacted them and let them know that the Thermogas program emphasized new equipment sales through regular company dealers.

"Blockmen are very coopera-

Promotion and advertising

"Persistence and friendliness are a great help to us in overcoming this attitude," Mr. Lewis continued. "We try to see all dealers at least once a year, and call on the better ones three or more times a year. We are always generous with our literature—both the sales and educational pamphlets."

Thermogas managers use a slide presentation when addressing agricultural meetings on the value of L. P. gas tractors. The various pieces of special equipment—like the cold manifold—are displayed on a board and explained during the meeting. Each of the firm's 28 plants held a meeting this spring, to which they invited their farm bulk customers, implement dealers, agricultural teachers, extension directors, etc.

As part of its well-rounded promotion program, Thermogas uses

By BERT GOLDRATH

DIVERSIFICATION—a word that is growing in importance in the L. P. gas industry—is well illustrated by the operation of the Coquille, Ore., branch of Universal Liquid Gas Co. Domestic load? Yes. But also agricultural, commercial, and industrial.

Coquille is a small (5000 population) community, but it has its share of small industries, of which the principal one is logging and lumber. The local Unigas branch attempts to do a real service job for all segments of its patronage. For the home-owner, it may be adjusting a pilot light; for an industrial user, it may mean training maintenance personnel in the use and repair of L. P. gas equipment.

Diversification among industrial consumers may mean slogging way back in the brush to provide LPG generator power for the advance construction crew of a Pacific Power and Light Co. crew working on the Eden Ridge dam on the south fork of the Coquille river. The L. P. gas installation, also used for ranges in the cook-house and for hot water, will be used for three years until PP&L has its own power. Meanwhile, the operation consumes 1000 gal. of LPG a month.

One of the toughest LPG deliveries on record is supplying fuel for standby power for electric generators used in the telephone company's microwave relay stations. These are necessarily located on mountain peaks and in other remote places. If power fails because a line breaks or for any other reason, the L. P. gas-pow-

ered generator kicks in instantly, so that there is no perceptible drop in revolutions. Fuel is delivered to these stations as a rule only once each summer.

Besides serving government survey crews and a number of logging camps, Unigas men handle the LPG needs of one of Oregon's most colorful "pioneer" towns—Agness. Located on an almost inaccessible point on the lower Rogue river, the city has no electricity at all. Among recent installations there by the Coquille branch was installation of copper tubing throughout a home for illumination by L. P. gas lamps.

Housing projects and taxi cabs

There is more than a fair share of L. P. gas consumed right in Coquille, where a 10,000 gal. tank supplies a 50-unit housing project.

the taxi equipment and results in good fuel savings. The other cabs will be converted as they come due for an overhaul.

At the Woodward & Son asphalt plant, propane is being used with large spread head Ransom burners for heating batches and drying aggregate. And Ransom immersion burners bring asphalt up to transfer temperature so it can be conveyed from storage to a mixer. This Coquille paving contractor is a new user who consumes about 1000 gal. a month, mostly during the summer. He also uses LPG to heat tar pots when working on the highway. At the asphalt plant, 500 gal. LPG tanks are installed on skids for mobility.

Cranberry and veneer drying

Unigas uncovered another load-balancing source when a local

Unigas diversifies

Similar installations are in use at nearby Reedsport (54 homes) and Empire (75 homes) housing projects. Most of these users have one or more L. P. gas appliances.

Diversification also takes in the Coquille branch's conversion of two of six taxicabs at Coos Bay, to the great satisfaction of the operator. L. P. gas is easier on

cranberry grower asked the Coquille branch for help in eliminating water spots which sometimes caused berries to mold. A propane drier was designed in which berries traveled through a shaker under a large blower heated by a Ransom spread head burner. Consumption ran 50 gal. a day—and the grower dried all his own and his neighbor's berries.

A whopping 8000 gal. a week of LPG is consumed by a veneer drier at Coquille Plywood's nearby Bandon mill. It runs side-by-side with a steam drier, which was installed because steam was needed for a hot-press. On the L. P. gas drier, all labor has been eliminated except for one man pushing the veneer into the kiln. Maintenance on the gas drier is said to be practically negligible.

"Diversify, young man, diversify" is the advice being given by a growing number of LPG industry experts. The domestic load is fine. It has been, and continues to be, the backbone of the industry. But other uses of LPG are now growing faster than the domestic load. Here is a report on how the Coquille, Ore., branch of Universal Liquid Gas Service has diversified its load.



Asphalt batches are heated and aggregate is dried with L. P. gas at the Woodward & Son asphalt plant. The plant uses 1000 gal. per month and operates at its peak during the summer.



Exclusive field report

its load



Domestic appliances play an important part in the Unigas LPG load. Coquille branch plant manager Jim Blanton demonstrates a heater to a prospective customer.

How would you like an 8000 gal. per week LPG customer? That's the consumption of this LPG-fired veneer drier at the Coquille Plywood plant. Use of LPG cuts labor and maintenance costs for the drier.





Oregon district manager Verrill McCurdy shows a customer a set of cutlery given away with the purchase of a range or refrigerator.

On a steam drier it is necessary to shut down once a week and clean out the pitch accumulation to prevent fires.

Still one more large user of LPG is the Coquille Hotel, where 1000 gal. of fuel a month is used, primarily for cooking.

Promotion techniques

Aggressive merchandising techniques are part of the Coquille branch's story. Taking advantage of a special deal, the branch bought 50 bean carts and applied the Unigas stencil to the sides of each. They have helped build good will as premiums given away with the purchase of major appliances. A 15-piece set of stainless steel buckhorn cutlery is also used as a premium.

Public interest is further stimulated by distribution of ball point pens, potholders, matchbooks and calendars.

A two-minute color film recounting the advantages of L. P. gas is shown at all theaters and drive-in movies in southwestern Oregon. This in addition to two-column cooperative ads carried in the daily and weekly papers, plus spot announcements and a noon-day news program over two radio stations. And mailing pieces supplied by manufacturers go out to

a list of 1000 prospects every 90 days.

Unigas' Coquille branch serves 1000 customers. It has a working staff of eight, including Verrill McCurdy, division manager; Jim Blanton, manager; two office girls; a two-man service and installation crew and two men on tank trucks.

First thing you'll notice is a good-sized building with a showroom glass-fronted on two sides and well-identified by LP and Unigas illuminated signs. Just inside the front door there's a large "LP" insignia inlaid in the floor covering.

Domestic customers, too

On the theory that you can't sell from an empty wagon, the showroom is well-stocked with several lines of hot water heaters, home heating equipment, ranges and other appliances for kitchen and laundry — including counter-top and built-in ranges and ovens.

Storage facilities include an 18,000 and a 14,000 gal. tank, plus a 1600 gal. tank truck. These are filled nearly every day via underground pipe from tank cars on a private siding.

Customers may acquire tanks on one of three plans: (1) by outright purchase, (2) by a single

payment which entitles the user to keep the tank as long as he uses it, and (3) by an annual payment. As an example, a 287 gal. tank is charged for on the single-payment basis at \$160. But if a construction worker comes into the area for a year or two it would be uneconomical for him to pay such a large amount, so he pays only an annual rental of \$32. Since there is a substantial transient population in the area, the annual lease plan is very popular.

Tank-handling has been reduced to a science at all of the Oregon Unigas plants since Mr. McCurdy designed and built five tank installation trucks. Intended to facilitate one-man handling, these are all made up on $\frac{3}{4}$ -ton chassis with all-welded 3/16-in. steel flat beds made in the shop.

The trucks have cranes powered by a pair of Ford starter motors. One motor provides lifting and lowering power; the other is for lateral motion. The motors are controlled by remote push buttons which the operator carries as he maneuvers the tanks.

The Unigas chain

The Coquille, Ore., and other Oregon Unigas plants are a part of the Universal Liquid Gas Service chain of 16 L. P. gas plants in California, Oregon, Washington, and Nevada. Headquarters are in San Francisco, Calif. The company's president, Roy Long, will proudly point out how diversification has paid off for Unigas: a growth of 12 to 20 per cent each year for the past 20 years. And the firm's winter/summer ratio has been reduced from 2:1 to 1.4:1.

There is another word, in addition to diversification, that has paid off for Unigas, according to President Long, and that word is "enthusiasm." "Nothing pays off better than old-fashioned doorbell ringing and telling the customer your story," Mr. Long explains. "And not on a price basis," he adds. "Tell your story in terms of what your product and your service will do. High pressure sales slogans and promotional programs as such don't work in this busi-

ness—it takes constant slugging.

"We're going to double our sales in the next three years," Mr. Long predicted. "We have definite broad expansion plans and there is plenty of room to grow. Our greatest development has been in areas which have natural gas—that's because the greatest detriment to sales is public ignorance of what gas is and does."

One of the chief Unigas objectives is to whittle down that public ignorance so that L. P. gas will be welcomed into more homes, stores, and farms and industrial plants.

"Every driver carries a price list, so he doesn't have to see somebody higher up to answer a customer's question on appliances. That gives him more authority," Mr. Long explained.

"Anyone the customer speaks to who wears a Unigas emblem can do any job. Drivers sell and repair, repairmen install and estimate jobs. Every man has a

business card and when he is approached by a customer he is the company, whether he's answering the office phone or 40 miles out on the road. Anytime a man makes a decision I will back him up so long as he uses his best judgement.

Autonomous managers

"The same goes for the managers. I consider my job as being assistant to 16 managers. Every month I see each one of them so we can iron out problems, but I expect them to make their own decisions. Every few months we hold a managers' meeting so that we can all learn from one another. Managers are all autonomous—each one comes to feel that he is operating his own business. As an incentive, managers receive above-average compensation."

An incident involving Russell Steinhauer, district manager in Washington, illustrates how local management autonomy pays off.

Three years ago Steinhauer built two L. P. gas flame weeders in the company's shop at Toppenish, Wash., intending to use them for demonstrating their effectiveness. He showed the flame weeders before farm groups and at county fairs for two years until his persistence was rewarded. Now there are 62 Unigas-built L. P. gas flame weeders operating in the area, helping to increase the summer load.

Another company objective is to make each plant a part of its own community rather than a link in a chain. Managers belong to service clubs and fraternal organizations, and they are known and respected just like any of the professional men in the community. As a result, customers of the company feel they are dealing with principals rather than with some remote "soul-less corporation."

Diversification, enthusiasm, and autonomy are three important words at Unigas. ■

Two Unigas men get ready to fill one of the tanks that makes up 32,000 gal. of storage at the Coquille plant. Tanks are filled almost daily from railroad tank cars.





Gulf Cities Gas uses its two-way radio for public service and public relations.

Gulf Cities Gas to the rescue

By STAN ENGLEBARDT

IT was a lonely stretch of highway just north of St. Petersburg, Fla. There were just three vehicles on the road for about 15 miles in either direction; a passenger car headed west, loaded down with a couple and their three children. Traveling in the other direction was another car and behind it by about two miles a Gulf Cities Gas Truck on the way back to the depot after routine L. P. gas deliveries along the Holiday Isles.

Suddenly as the two passenger

cars were about to pass, the east-bound coupe swung out of lane. There was a screech of brakes, then the sickening smash of metal and glass. A head-on collision!

The driver of the LPG truck could just barely see the accident when it occurred. But the sound of the two cars meeting at high speeds brought home the full message. He reached for the microphone of the two-way radio installed in each of Gulf Cities' eight trucks. In a second he was speaking to the dispatcher back at Gulf Cities' St. Petersburg office.

"I'm on State 694, about four miles east of the U. S. 19 crossing. There's been a bad accident between two passenger cars. You'd better alert the police—and send an ambulance."

Minutes later, after the message was relayed by phone from Gulf Cities' headquarters, police and medical help were speeding toward the scene. They got there in time to administer aid to a little girl who had been cut by glass—and might have bled to death without prompt attention.

The next day news of the acci-

dent was carried in all the local newspapers—with specific mention of how the Gulf Cities' driver had summoned help with his two-way radio.

The incident described here is an extreme one (it isn't often that commercial two-way radio can save a life) but it illustrates how radio can perform a dual purpose in an L. P. gas firm. Two-way radio, it has been illustrated frequently, increases dealer efficiency; it also is a valuable public relations tool that helps to raise the dealer's public standing.

In the case of the accident, the newspaper article brought home the fact that an alert Gulf Cities' driver, coupled with the most modern means of communication, brought help to the scene promptly. What better way to impress favorably the name of Gulf Cities Gas Corp.?

These days, with two-way radio becoming standard equipment for an aggressive dealer, more thought should be given to the public relations benefits that are there for the asking. One method is through

volunteering your fleet for Civil Defense duties. Gulf Cities, for instance, has registered its trucks with the local CD authorities—and gained some valuable newspaper coverage as to how this "radio equipped fleet can be dispatched in time of emergency."

The cost to Gulf Cities? Nothing! There is no expense or particular effort involved in registering your trucks with CD authorities; in fact, in the case of Gulf Cities they were more than happy to be of public service. Yet the small Civil Defense emblem on the trucks has a meaning to the public: They must be efficient and dependable.

Once aware of public relations it is a simple matter for a dealer to keep the "pot boiling." Not long ago, for instance, when a bulldozer on a construction job north of St. Pete accidentally ran over an underground gas storage tank and pulled out a valve, the resultant fume leakage threatened the entire neighborhood. A phone call went to Gulf Cities' headquarters; meanwhile, construction workers, anticipating an hour or more before the

arrival of skilled help, began to advise nearby residents to evacuate their homes.

But the Gulf Cities' 100 ft tower was on the air requesting all trucks in the vicinity to converge on the scene. Within minutes three trucks were on the job and the skilled L. P. gas men brought the leak under control. That day there was no evacuation and no further damage, thanks to prompt attention through the medium of radio.

Oh yes, the reporters who covered that story gave credit where credit was due. The results: Excellent relations with people in the neighborhood where the leak occurred; the respect (and admiration) of the construction people who were taken "off the hook" by Gulf Cities' prompt action; and a "Gulf Cities to the rescue" story in the local papers.

Gulf Cities' experience has shown that radio communication can be used in many more ways than originally intended in an LPG truck. In fact, properly used two-way radio can help to make a good name even better. ■

Gulf Cities operates eight trucks. All are equipped with two-way radio.



Let's end government financed competition

The third step . . .

CURB THE SPREADING TVA

By WILLIAM W. CLARK • Eastern Editor

PART TWO

HOW real are these "defense needs"?

In a letter to the editor of the *New York Times* last January, W. B. Maguire of Duke Power Co., a huge utility serving the Southeastern area, declared that "the electric requirements of the nation

during World War II would have been completely provided by the electric companies even if TVA had never existed."

"When World War II threatened, the TVA had a large productive capacity on which the Federal Government had first call; but

TVA had used all this capacity to put all of the private utilities out of business and has contracted to sell this power to the REA's municipalities and industry. It needed more power, which meant more hydro-electric plants."

Mr. Maguire noted that these hydro-electric plants, which took several years to complete, were not finished in time to really contribute very much to the war effort; and he also noted that the Atomic Energy Commission, which is in the TVA area, had to build its own plant at Oak Ridge.

He reminded the *Times* that an order of the OPM dated January 31, 1941, directed the private utilities in North and South Carolina to supply 22 million kwh per week to the TVA area; and further that the TVA's financial statement for the period ending June 30, 1942, showed that it received from the private utilities emergency pool more than 968 million kwh that year.

"The private utilities," said Mr. Maguire, "are supplying the Atomic Energy Commission with more power than does the TVA at approximately the same price. Yet they pay interest and taxes."

To support his statement that the private utilities could have supplied all the country's defense needs, Mr. Maguire published a tabulation of the reserve capacities



Fort Loudoun Dam, farthest upstream of all main-river dams, brings the navigation channel to Knoxville, 55 miles distant. Fort Loudoun is 122 ft high, 4190 ft long, and its lake covers 14,500 acres. Its powerhouse has an installed generating capacity of 128,000 kw.

of electric companies throughout the country and in the TVA area for each year during World War II. These capacities, which are actual reserve over peak demand, are measured as percentages of peak need.

In 1941, nationally, there was 21.6 per cent reserve. In 1942, this had grown to 25 per cent; in 1943, it was down to 18.8 per cent; in 1944, it was back up again to 20 per cent; and in 1945, it was 26.5 per cent. In 1941 and '42, the middle Atlantic area had 31.7 per cent of reserve capacity over the area's peak load. The central industrial area had 21.8 per cent and the southern area, including TVA itself, had 22.8 per cent.

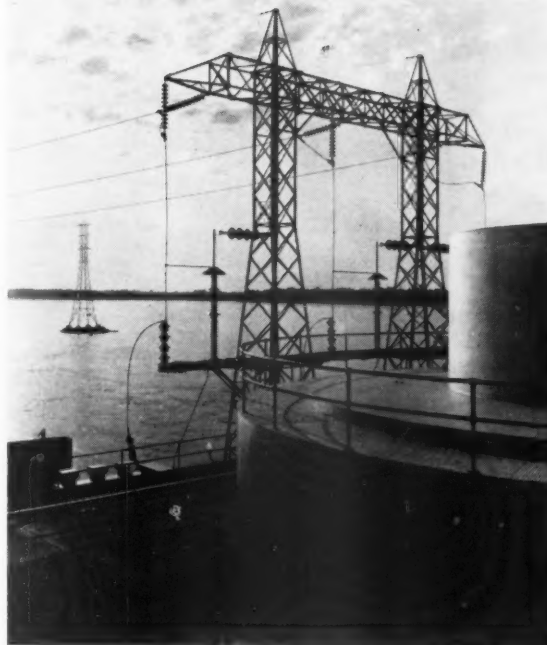
In these years—1940 to 1945—TVA had explosive growth—127 per cent. Meanwhile, the total U. S. gain was a more modest 26 per cent. Yet the national reserve of generating capacity at the end of the war stood at 26.5 per cent or 10¼ million kwh, nearly five times the total TVA installation!

TVA-LPG competition

If only the adjacent electric utilities were being hurt by TVA's take-over tactics, few hearts, unfortunately, would bleed. Even their thousands of small stockholders have never seemed overly sympathetic. But people might be inclined to bleed a bit more profusely for the LPG marketers in the area, who are bucking the heaviest competition in the nation—they might, that is, if they knew the facts—and if they knew what L.P. gas is.

Let's look at that competition. In 1957, power was sold in the Tennessee Valley area at an average rate of 4.13 mills per kwh. That simple statement speaks volumes. What would TVA have to charge if it were a private utility? According to studies made by the U. S. Chamber of Commerce and published most recently in a publication entitled "*TVA: An Experiment of Government in Business*," the actual cost of producing the power was 5.05 mills per kwh.

If TVA had been obliged to finance itself at rates paid by private investors, the cost would have risen to 6.21 mills per kwh. That's quite a difference—just about 50 per cent.



Eight outdoor-type generators feature TVA's Wheeler Dam on the Tennessee River, approximately 16 miles upstream from Wilson Dam, in north Alabama.

TVA can sell at the 4.13 price because it pays no interest to the Treasury, and it pays no state, local or federal taxes. It does make payments in lieu of taxes to the various bodies, but these are considerably smaller than it would have to pay if it were a private utility.

How much difference this makes is a little difficult to pin down because of the varying estimates and various methods used for accounting. Mr. Maguire figured that the TVA and its distributors together paid 4.1 per cent of gross revenues in 1956 in the form of payments in lieu of taxes, whereas 12 utilities serving adjacent areas paid an 8.1 per cent average.

Mr. Maguire points out that the combined kwh sales of the 12 were less than TVA's sales in 1956, yet in that year they paid state and local taxes of \$54.3 million as compared to the joint payments of TVA and its distributors of \$13.4 million.

Industrial attraction

One might wonder why the state and local government don't raise a cry over this loss of revenue. But don't waste your pity. What they've lost here has been made up many-

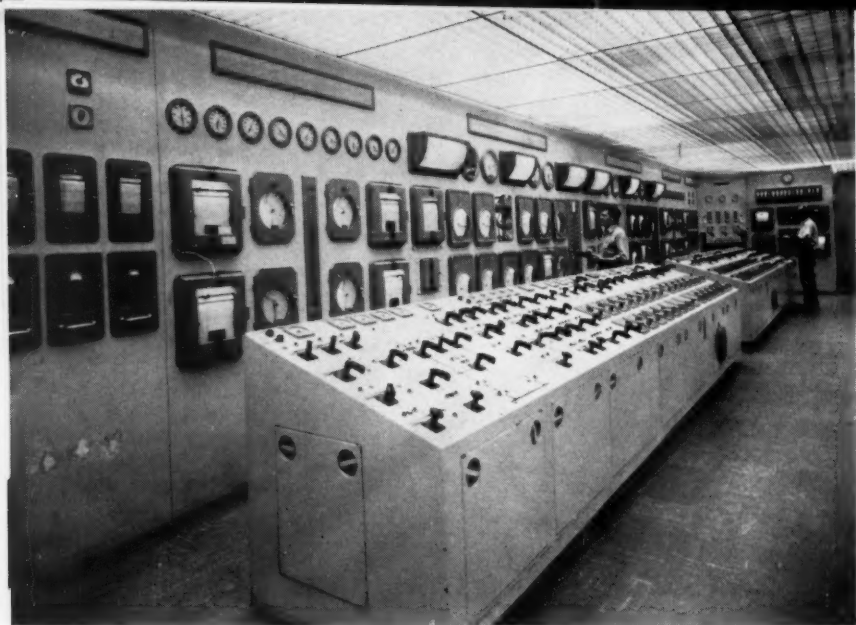
fold by the wholesale movement of industry into the area. Unfortunately, what they've gained, other areas have lost. And if they can take away the old industries, obviously they're going to get the new. Things will get worse before they get better.

This is no accident. Today, utilities and Chambers of Commerce throughout the country vie for new industrial blood. In this game, the Tennessee Valley holds a trump card, and it is not afraid to use it. Ads placed by the Tennessee Industrial Development Commission in leading magazines of national circulation proclaim that TVA supplies electricity at rates generally 30 per cent to 45 per cent below the national average.

Thus TVA hurts the adjoining electric utilities, it hurts electric utilities everywhere, it hurts communities everywhere who lose out in the race for industrial growth, and it hurts its competitors—natural gas and LPG.

Electric househeating

While in many other areas, purveyors of natural and L.P. gas are having a tough enough time convincing customers that their product is worth the price for house-



TVA's Johnsonville steam plant on Kentucky Lake, 12 miles west of Waverly, Tenn., was the first of the seven large, modern steam plants to go into construction. It now is completed. It has six generating units with a combined rated capacity of 675,000 kw.

heating, in TVA territory heating is being done by what should be the most expensive fuel of all—electricity. In February, it was reported that heating with electricity had become the accepted thing in Nashville, a city of 175,000. According to Nashville Electric Service, it was heating 31,398 homes. Older homes were being rapidly converted to this uneconomic fuel.

Throughout the TVA area, more than 150,000 homes are reliably reported to be heated entirely with "juice," along with many hundreds of tourist courts, commercial and industrial buildings. In Hamilton county, where Chattanooga is located, 40,000 homes use electric heating. On an extremely cold day, this medium-sized city will use as much current as Chicago, 50 per cent more than New Orleans, a city three times its size.

This is the sort of "need" that TVA must supply. TVA created that need with cheap electricity; each time the need outstripped the capacity to supply it, TVA went after more government funds. For each new "average-size" customer of electric heat, generating facilities estimated to cost between \$2,500 and \$7,000 (depending upon whether steam or hydro power is used) must be installed.

With each new customer, TVA

has grown and grown and GROWN! Pumped up with \$3½ billions of taxpayers' contributions, it now has 9,889,485 kwh of installed capacity, which makes it the world's largest utility at the rather tender age of 25 years. It burns 35 tons of coal per minute as compared with a ton a minute just seven years ago.

But even that isn't enough. When Old Man Winter turns on his iciest blasts, TVA must go out and buy power from private utilities. Private firms may have it to spare because they don't permit its misuse for space heating. Sometimes it must even cut off so-called preferential users, such as government projects, which must then also buy from private utilities.

So, quite naturally it has hurt the natural gas and LPG industries. Not only has natural gas usage in the area failed to match the growth of the electric load, it has not even increased at a rate comparable with that in other areas much farther from the source of supply!

Dollars from our pockets

How have the nation's taxpayers fared? Once you start probing around in this problem, you have yourself a real argument. Although repayments have been made to the Treasury under a 1948 law, they

fall far short of adequately reimbursing the investor (you, the taxpayer).

TVA advocates will, at various times, argue that these payments are interest on the loans from the government, profits, taxes, and amortization. Obviously, they can't be all four.

To fully grasp all the issues involved, it would be necessary to study and analyze the financing methods. Such would be beyond the scope of this article. But boiled down to its basics, this is the stand taken by the more realistic opponents of TVA as it shapes up today:

TVA is a government-owned business. Investment in this business is forced upon all of us, the taxpayers who own the business. Each year it grows, demanding more investment. This takes funds out of our pockets which we might prefer to invest in Consolidated Edison, Commonwealth Edison, or maybe even General Motors.

Should we not be entitled to a decent return on it—a return commensurate with what investor-owned, tax-paying utilities pay? TVA does not pay an adequate return to the Treasury out of profits, it pays no interest, it pays no taxes. You own a slice of a \$3½ billion investment, but it is not appreciating in value, nor is it paying decent dividends.

Carried to its ultimate, this concept of government in business *could* mean that *all* your investment money could be taken away from you and chunked into federally owned businesses paying ridiculously low returns. (Returns which you never actually see!)

New TVA threat

Today we are threatened with an even greater extension of TVA power. In fact, we are faced with the complete abdication by the Congress of its power to control appropriations by the TVA. Two bills are pending in the Congress, S-1869 and HR-4266, which were introduced last summer and may come up this session. These bills should be defeated, and LPG dealers should throw their weight behind their efforts to defeat them.

On the face of it, each appears to be carrying out the wishes of

the President as expressed in his budget message for the fiscal year of 1956. Therein he stated, "Legislation is recommended to authorize the TVA, subject to regular budget review, to finance new generating facilities by the sale of revenue bonds." In truth, however, the bills go far beyond this Presidential recommendation. Their net result would be to cut TVA loose from Congressional control; set up unsound fiscal procedures for issuing federal revenue bonds; continue to tap the taxpayers' tills; and increase competition with private industry.

It is not within the scope of this article to set forth all the provisions of these bills, which are detailed and complex. Suffice it to say that they—the House bill, in particular—free TVA from whatever restraining influence the Congress has in the past chosen to exercise. The authority which the House bill would give TVA would be so broad as to place it above the law.

If you don't believe that, write for copies of the bills. They will open your eyes. Write the U. S. Chamber of Commerce in Washington for its arguments. The Chamber, which in most things takes a moderate view, describes the dangers of the bills in these words:

"Mammoth TVA is straining to break away from its government moorings and become a type of unguided missile that would destroy private power companies and blast holes in several other kinds of businesses—insurance, coal, fertilizer, and natural gas."

One of the worst aspects of the bills is that they permit a certain amount of flexibility in extending the service areas of TVA. The proponents will argue that these extensions will be minor in nature. But unless firm boundaries are set, no matter how artificial they may seem today, TVA will continue to expand as fast as it can. Look at the record!

TVA—everyone's fight

TVA should be everybody's fight, because it is a simple matter of Socialism vs. free enterprise. LPG marketers 1000 miles away have a stake in the TVA fight, if for no

other reason than that their own competitor—the REA down the road—has a stake in it. Whether he intends to or not, he is contributing to the fight on the side of socialized power, through the dues he pays to the National Rural Electrification Cooperatives Association. While he borrows money at 2 per cent from the government with one hand, with the other he dips into his pocket for a 12½-cent-per-meter levy, which goes into the NRECA's plush-lined coffers to support, among other things, its fight for socialized power.

NRECA is an organization that got its start during World War II, and it apparently slipped in while nobody was looking. Today it is headed by ex-Arkansas Congressman Clyde T. Ellis, who has made a very good thing of it indeed. It is estimated that the dues it receives exceed \$125,000 per year.

NRECA has been damned by some of the REA's most staunch Congressional backers. Yet the co-ops give it their support, because, like all businessmen, they feel the need of having an association. It's a powerful lobby for them. Besides, it offers them candy and sweets in the form of insurance and pension plans, which it snatches away if they drop their membership. It holds a club over manufacturers of electric equipment through the not-so-subtle means that are open to trade associations.

NRECA lobbying activities

The lobbying activities of the association have been much broader than simply pushing the welfare of the members. In an effort to bring Congressmen into line, the association in 1954 published a 36-page volume titled "Voting Records," to let its members and the farmers know how the legislators voted on some 38 separate issues. Only four of these involved REA legislation! Among other things, NRECA advised its readers to vote against senators who opposed an amendment to the Atomic Energy Act which, if it had passed, would have prohibited AEC's contracting for electric power from concerns owned by private investors.

NRECA has actively promoted

the expansion of cheap TVA electricity. It has also urged passage of laws that would deny power companies financed by private investors the benefits of federal subsidies.

It tried to 'kidnap' atomic power in the 83rd Congress by fixing the law so that anyone who produced power from the atom would have to sell that power on a "preference" basis to the public owned or cooperatively owned distributors of electricity. This would have barred private investors in public utilities from taking any part in the development of atomic power generation.

NRECA can get pretty bombastic in denouncing those who would do anything so dastardly as suggest that co-ops ought to be forced to compete fairly with private enterprise on an equal basis. A release of Feb. 2, 1958, announcing the association's 16th annual meeting in Dallas, Texas, speaks of "bold new policies to counter the administration's re-doubled efforts to undermine if not kill outright the rural electrification program." In the words of the association, "the administration's proposals would force borrowers to go to Wall Street and increase REA's interest rate."

In other words, it would "force" co-ops to do what you and I must do.

In the same release, reference is made to the "utility industry's piracy drive against the REA program." Now who's calling the kettle black?

Some rural electric co-ops may profess not to believe in public power, but through their association they are actively helping to promote it. They are condoning a wrong for the sake of having a strong lobbying voice. Which is, after all, the way in which many institutions we would have once considered un-American have been able to get a foothold. On the record, the end does not justify the means.

If you want cheap power badly enough, Socialism is a way to get it. If you want cheap gas badly enough, Socialism is a way to get it. What else do you want cheap—automobiles, houses, apple pie . . . ? ■



Sales Training Program



PART 10

How to sell gas water heaters—2

By CARL ABELL • Editor

MRS. JONES bought a shiny new automatic clothes washer. It rinsed the clothes extra well, and it used 27 gal. of hot water for each cycle, which was set for 45 minutes. Very properly, Salesman Snead asked her about her hot water supply. The way she

told it, there was nothing to worry about. She had a nice big heater, and it was practically new. As far as she knew, this was an accurate description. The washer was installed on Friday. The following Monday morning, full of pride and hope, Mrs. Jones went happily into

production with her new home laundry. She had been saving the soiled laundry for two weeks, so the job took most of the day.

She held out the family's white shirts for the last load so she could give them a little extra attention if they needed it. They did. The



It takes plenty of hot water to satisfy the modern housewife.

collars and cuffs were not exactly clean. Since the old wringer-type machine had done a better job, her disappointment was acute. About that time her teen-age daughter, Mary, came home from school and started a bath in preparation for her evening date. "What gives, Mom? No hot water," came the pitiful complaint from the bathroom.

More trouble

The following week Mrs. Jones started washday with more trouble. The first load of white sheets came through the washer with a faint custard color and numerous spots that looked like rust. In response to her frantic phone call Salesman Snead sent the company's best service man, Charley White, on a hurry-up call to the Jones home.

A few quick checks showed there was nothing wrong with the washer, so Charley took a good look at the water heater. He found that it was a 30-gal. model with a steel tank and a thermostat scale that ended at 140°. The appearance of the dial indicated that it had recently been moved from 120 to the highest possible setting. The nameplate showed that the heater had a 22,000 Btu burner.

Charley asked questions. The Joneses had bought the heater about four years ago, after their original nine-year-old 20 gal. heater had given up the ghost from acute rusting of the tank. Mrs. Jones considered it a large heater, and it was "practically new." It had always supplied all the hot water that the family needed. No, they did not flush the rusty deposits out of the tank at regular monthly intervals. They tried flushing it a few times when it was new, but it never seemed to need it. The water was always clear. The man who installed the washer did something to the heater, and now the water was too hot for ordinary household use, except when the washer had run for a while.

Proper water temperature

As tactfully as possible Charley White explained the facts of life to Mrs. Jones. Automatic washers are designed, and their cycles timed, to

TABLE 1.—REQUIREMENTS IN GALLONS
FOR HOT WATER USE IN AVERAGE HOUSEHOLD

For	You Need
PERSONAL USE	gal.
Shower bath	10-15
Tub bath	10-15
Baby's bath	3- 5
Hands and face washing daily	1- 2
Shampooing	5- 8
Shaving	1- 2
LAUNDERING	
Automatic clothes washer, per load per cycle	18-35
Non-automatic clothes washer, per washer water filling, plus two rinse water fillings	20-30
Hand washing lingerie, daily	2- 3
Washing hose, daily	1- 2
DISHWASHING	
Automatic dishwasher, per load	3-10
Hand dishwashing, per meal	2- 5
Rinsing, per meal	1- 2
CLEANING	
Floor mopping, per room	2- 3
Floor washing, per room	3- 5
Window washing, average room	2- 5
Woodwork washing, per room	1- 3
Washing venetian blinds, average home	10-20
Cleaning refrigerator	1- 3
Cleaning range	2- 5
Washing automobile	10-20
Shampooing rug, average size	2- 3

do a thorough job of cleansing with water of 150° to 160° temperature and a certain amount of a certain type of detergent. It is all clearly stated in the instruction book. Water of that temperature washes faster, and cleanses more thoroughly, than cooler water. The man who installed the washer did the best he could with the heater that Mrs. Jones had. He set the thermostat up to its highest position, but this only supplied water at 140° at the outlet. By the time the unavoidable heat losses took place it was down to about 130° in the washer, and this would only wash the clothes about two-thirds as fast as water at the correct temperature.

The washing cycle could be retimed on a longer interval so the clothes would come out clean—for the first load. But that was not the answer for the second and third loads, because the heater could not produce hot water as fast as the washer could use it. She could wait half an hour between loads, or possibly form the habit of washing one load each day. Thousands of women with conventional electric water heaters do that, because they

have no choice. Most electric water heaters just can't keep up with an automatic washer handling loads in quick succession.

The rusty stains are something else, and they are not so easy to live with. The inside of the heater tank had already commenced to rust. When the installation man set up the thermostat, the water in the tank was then held at a higher temperature. The higher the temperature, the faster rusting takes place. In fact, the rate of rusting doubles with each 17° increase in temperature. Since the thermostat was set up 20°, the tank is now rusting more than twice as fast as before. With more rust in the tank, and more water flowing through it, some of the rust moved into the washer—hence those yellow stains.

Mrs. Jones could prevent most of the rust from reaching the washer by drawing off a gallon or two of water through the flushing valve about every two weeks. That's a lot of trouble, and the real cure for all of the problems is to replace this water heater with a new one that can produce enough hot water

for all family requirements including the washer, at the right temperature for best washing, and with a rustproof storage tank. Mr. Snead will contact Mrs. Jones to discuss the allowance on the old heater, and to see if the new heater can be added to the purchase contract on the automatic washer. Then her troubles will be over for many years.

Charley then showed Mrs. Jones how to flush out the bottom of the heater by opening the valve quickly and letting the water run into her 10-qt mop pail. It was more than half filled before the water ran clear. He strained visibly as he lifted it to the kitchen sink. Then he went back to the store to turn in his prospect report. His next month's pay would be upped \$2 if Salesman Snead would take time off from his floor duties long enough to go sell Mrs. Jones the water heater that she needed so badly.

Let's skip the "Salesman Snead should have—" Preaching has never been popular. Under White's needling, Snead dug under the three well-worn sporting magazines in his desk drawer, and brought out several pamphlets that had been cached there for possible future reference. Their corners were sharp and the pages unsoiled except for a crumb of chocolate under the table on water heater sizing in a publication called "All About Modern Home Laundering."

"Who has the chocolate habit around here?" Snead asked. They glanced at the plump cashier who always showed up for work in a gleaming white blouse.

"If I were a salesman I'd wear that book out showing customers how to get the best results with their automatic washers," she said, and went back to her work on the monthly report.*

In digging through his accumulated reference data, Salesman Snead unearthed these important facts, the use of which later enabled him to complete the payments on his last baby and set up a reserve to buy an extra car for his wife.

* Copies of this booklet may be obtained from American Gas Association, 420 Lexington Ave., New York 14, at 50 cents each, or from National LP-Gas Council at 40 cents each (members only).

People don't realize need

Few people realize how much hot water they need for normal family use. Hourly requirements are variable, daily requirements are not constant, and future requirements are almost certain to increase. Particularly in homes where there are automatic clothes washers or dishwashers, there are days when successive demands in a short period require large amounts of hot water. Unless the heater is sized to meet these peak demands, there will be periods when there just isn't enough hot water. So when selling a new water heater, remember to provide for peak-hour demands, peak-day demands, and for the greater needs that are likely to develop in the future. All this can be



calculated on the basis of present needs and future plans. Table 1 shows the requirements in gallons for the various hot water uses in the average household. This table was prepared by competent domestic science authorities, and is widely used as teaching material in schools and colleges.

By using this table as the basis, it is possible to calculate rather accurately how much hot water the prospect is likely to need in the foreseeable future. It removes the guesswork, shows the prospect the things she did not recognize about hot water usage, and gives the salesman and the company an "out" if the prospect decided to buy a heater smaller than the one recommended.

Removal of "soil"

There was a good deal of information in his booklet about the effect of water temperature on the removal of "soil," the term that

home economists use to describe the various forms of dirt that must be removed in laundering. This varies considerably, he found, depending on the type of detergent and the type of soiling material. In general, all tests showed that the hotter the water, the faster and more completely cleansing could take place. The shirts in Mrs. Jones' laundry had not come clean because the water was just too cool for effective cleansing in the time provided by the washing cycle. She would have gotten a more satisfactory job had she washed the shirts first instead of last. But for a perfect job the water in the machine should have been above 150°.

And then there is the matter of using up water faster than it can be reheated. This, he found, was all taken care of in the "laundry rating" figures published in the catalog sheets of the various makes of washers and water heaters.

"Laundry rating number"

The "laundry rating number" for any specific make and model of automatic washer is the minimum number of gallons of hot water (100° rise) needed per hour to supply it when operated on successive batches, and in addition, to supply enough additional hot water to meet the other normal requirements of the average home. A water heater of the same or approximately the same "performance rating" number is designed to furnish enough hot water to meet these requirements.

For large homes or where there are unusually high hot water requirements, these laundry ratings do not apply. Either the storage capacity or the recovery rating of the heater should be increased to take care of the extra load. The normal laundry rating table shows hot water requirements ranging from 30 to 48 gal. per hour. Since Mrs. Jones' washer needed 36 gal. per hour, and the heater could not maintain that supply even without producing hot water for other domestic requirements, the temperature available for each load became less and less as the successive loads went in, and the cleansing became less complete as the water temperature went down.

"Performance rating"

The "performance rating" of the water heater is the sum of the number of gallons stored and the number of gallons the heater will heat in an hour. Obviously, for a given hot water requirement in the washer, if there is considerable more hot water in storage than is required for one cycle, it is not necessary to heat so much more to keep up with the requirements of the washer. If the heater is incapable of making fast recovery, as is the case in the conventional electric water heater, it is still possible to keep up with the washer's requirements—if the storage tank is sufficiently large. In the electric water heaters built in the recent past, it required an 80 gal. storage tank to supply the same continuous usage of automatic washers that could be taken care of quite nicely by the better 30 gal. gas water heaters.

During the past two years we have seen the development of a new type of super-speed electric water heater, with sufficiently high recovery rate that the 40 gal. size will meet the needs of the average domestic washer. Matched against this, the gas appliance industry is bringing out super-speed gas water heaters which put more heat into the water. This makes it possible to provide more hot water without increasing the size of the tank.

Size is important

Tank size is important, because the tank is the most expensive part of the heater. If its size can be held down without running into shortages of hot water, there is a definite competitive advantage. This makes it possible to build the tanks of gas water heaters of longer lasting and more expensive materials than are used in electric water heaters, and still remain competitive in price with electric heaters having inferior tanks.

Tanks commonly used in electric water heaters are made of galvanized steel. This is merely a good grade of steel dipped in molten zinc to give it a protective covering and thus prevent early rusting. At relatively low temperatures (for hot water) it provides satisfactory tank life, but its protective ability

goes down as the water temperature goes up. It is still quite widely used in gas water heaters in the lower price brackets, but most of these are equipped with 140° thermostats. Some of these heaters are equipped with special anti-corrosion rods, or "electrodes," which slow down the rusting action.

Gas water heaters are also available with steel tanks lined with porcelain enamel (actually this is a glass lining, fused on the metal) and with cement linings. These cost more than galvanized tanks, but their life is practically indefinite if used within the proper temperature limits. The correct maximum temperature is generally stated on the label ("stored water temperature"). These heaters ordinarily have a 160° thermostat. Unless there are abnormal heat losses between the heater and the washer, the temperature in the machine will be approximately 150°, which is satisfactory for most home laundry needs.

There are still other water heaters available with unlined tanks of solid metals of types that are permanently rust-free. These include the copper-nickel alloy steels of the "stainless" type, monel metal, and aluminum alloy. These are higher-cost metals, but they are capable of holding stored water at any temperature below boiling, with no limit to their useful life. Some of these metals also have exceptional ability to transmit heat, so there is some reduction in Btu input in relation to hot water delivered.

With the higher recovery rate that is possible with gas heating, the same amount of hot water can be supplied with a smaller tank than is possible with electricity. This smaller tank, of the best possi-

ble material and unlimited life, can be produced at a cost competitive with the electric water heater tank of inferior material and shorter life—and if the owner wants hotter water in an electric heater with a galvanized tank, the life of the tank is still further shortened. And in nearly all cases the cost of heating the water with L. P. gas is much lower than the cost of electric heating. Even with the new high-recovery electric water heaters, which show a substantial reduction in operating costs compared with the older models, the odds are still in favor of L. P. gas.

Not all water heaters are sold—an increasing number are rented to users. This is particularly true of the larger commercial sizes. The rental plan is coming to be more widely used. (See BUTANE-PROPANE News, February, 1958, page 29). We suggest that you study this article with the idea of possibly adding this plan to your repertoire. It has numerous advantages to the customer which make the plan easy to sell. Several leading marketing companies have also adopted rental plans for domestic water heaters, with very good results.

The water heater sales story is simple. It is the easiest appliance to sell in competition with electricity, because the advantages of gas water heating are so pronounced. It is your easiest and best defense against loss of business to the electric industry, but it is a long-range defense for the future only if the water heaters that you sell now will be able to outperform the new high recovery water heaters that the electric manufacturers are offering now and developing for future sales. ■

Suggested Program for Sales Training Meeting No. 10

Props for the meeting: Equip each salesman with a copy of the AGA booklet "All About Modern Home Laundering."

1. Review this booklet with the salesmen, pointing out parts that should be marked for quick customer reference.
2. Set up several theoretical hot water requirement situations and have the salesmen recommend the best size water heater for each situation. Let each make his recommendation as if he were telling it to a customer.
3. Have several of the salesmen take turns at selling a long-life water heater against a shorter-lived model.

Mobile laundry uses LPG

By BARBARA DUNIWAY



The author talks to Mrs. Reichhold who is standing in front of the two gas dryers.

Photos by Ralph R. Duniway

BOTTLED gas supplies heat for the dryers and for the hot water used in washing in Yosemite Laundrecar. The only one of its kind in existence, the Laundrecar is a self-service laundry on wheels. Its especially built trailer is equipped with 10 automatic washing machines, an electric extractor, and two gas dryers. Outlets for irons are also provided.

The cab and semi-trailer are completely self-sufficient for operation in remote areas. A portable elec-

tric generator is mounted just behind the cab. Where commercial electricity is available, it is used rather than the portable generator. Electric outlets mounted in the exterior wall of the Laundrecar provide connections for eight irons at ironing boards provided for customers.

In winter the Laundrecar remains stationary and customers come to it. But during summer it moves from campground to campground, seven days a week.

The originator of this portable laundry is Herbert Reichhold. During World War II he served as an Army captain in Europe. Newly discharged in 1950, he was vacationing in Yosemite National Park when he saw the need for laundry service there. He and his fiancée built and equipped the trailer, at a cost of \$35,000. By June 1951 the first one was in operation. Currently they are building their second Laundrecar, so great has been the success of the first. ■



The Yosemite Laundrecar which cost Mr. and Mrs. Reichhold \$35,000 by the time it was fully equipped. Currently they are

building their second Laundrecar, so great has been the success of the first.



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Performance of an LP-Gas supplier can be judged by the way he fulfills his contract promises. The Sid Richardson Gasoline Co. confidently believes it offers an unbeatable record of contract performance.

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YOUR
MANAGEMENT
FILE

Sales Management Program



No. 10

of a Series

By MARTIN A. BROWER

Managing Editor



Demonstrate, demonstrate, demonstrate

DEMONSTRATION is one of the most powerful selling tools a salesman or sales organization can use. There are no two ways about it: if demonstration is not used at all or if it is not used as effectively as possible, the L. P. gas dealership is missing a high percentage of potential sales.

Demonstrations can be used to help close a sale in the case of an individual demonstration or to at-



Top, LPG dealer allows ladies to sample the cake they just saw made in the LPG range. Center, a demonstration of the washer-dryer by a home economist. Bottom, the prospect flips the switch and then can feel and see the results of the forced air furnace.



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Linde
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The terms "Linde," "Prest-O-Lite," "Unionmelt," and "Union Carbide" are registered trade-marks of Union Carbide Corporation.



Popping corn makes an effective demonstration of the automatic top burner. Put about 1/16 in. of cooking oil in the pan, cover the bottom with yellow popcorn, cover the pan, set the temperature at 400°. When the audible popping stops, the popcorn is ready. No shaking of the pan is needed, and the popcorn will be in perfect condition.

tract prospective customers in the case of a group demonstration.

It is the job of the sales manager to educate his salesmen in the art of demonstration and to provide the necessary demonstration props. It is also the sales manager's job (or that of the sales promotion manager) to stage group demonstrations which will attract prospects.

Demonstrate in the store

The L. P. gas dealer's own showroom is the best place for individual or group demonstrations from the standpoint of dealer convenience. The appliances are there anyhow and the complete line can be viewed.

Better dealers always have the stage set for individual demonstration. Appliances are connected, props are all set, and the salesman incorporates a demonstration right into his sales talk. The reasons for this and the technique of individual demonstration are well presented in part four of BPN editor Carl Abell's series on sales training entitled "Don't Just Tell Your Prospect—Show Her" in the December 1957 issue, page 50.

In the above case, the salesman demonstrates to a prospect, or better yet, a prospect's entire family, who has come into the showroom on her own or who has been invited to the showroom after a preliminary sales call at the prospect's home. The demonstration is used as a tool in presenting sales arguments toward completing the sale.

Group demonstrations, on the other hand, are used more often for the purpose of attracting the customer's interest in the first place. Necessary for group demonstration is a place for the guests to be seated. Best suited is a separate room at the store or plant which is free from disturbances. Most of the utility gas companies have such an auditorium or meeting room set aside just for such purposes, and many LPG dealers have set up similar rooms. The room should have a neat appearance, comfortable chairs, and have a top line of all appliances, all ready to go. Where room permits, an entire model kitchen and model utility room does the job nicely.

But where space does not permit a meeting room, the showroom it-

self can be used. Folding chairs, on hand or rented for the occasion, can be set in the showroom aisles or in a cleared space.

The "audience" for the group demonstration might be attracted either through advertising in mass media and through direct mail or by inviting an entire ladies' club or similar group.

Invite the public

In the case where the public at large is invited, a free gift of some type or refreshments might be advertised as an added inducement. In addition to newspaper ads, printed invitations should be sent to all customers or to prospects for the particular appliance being demonstrated, depending on the size of audience that can be handled. Salesmen should make a point of personally contacting all prospects for that appliance who have not had the opportunity to view a demonstration.

Most organized women's groups are eager for good field trips and programs and all women are interested in appliances. Contact with these service, social, farm, and religious groups will produce many clubs anxious to be invited en masse to the dealer's showroom for a demonstration and refreshments. For these groups, however, it is best to have a home economist or a woman of some type who will make the presentation seem more like a service, less like a sales pitch. For dealerships that cannot afford its own home economist, the state association might provide one. Kentucky LPGA employs one on this basis. The Minnesota association sends out Mrs. Minnesota on loan for a nominal fee.

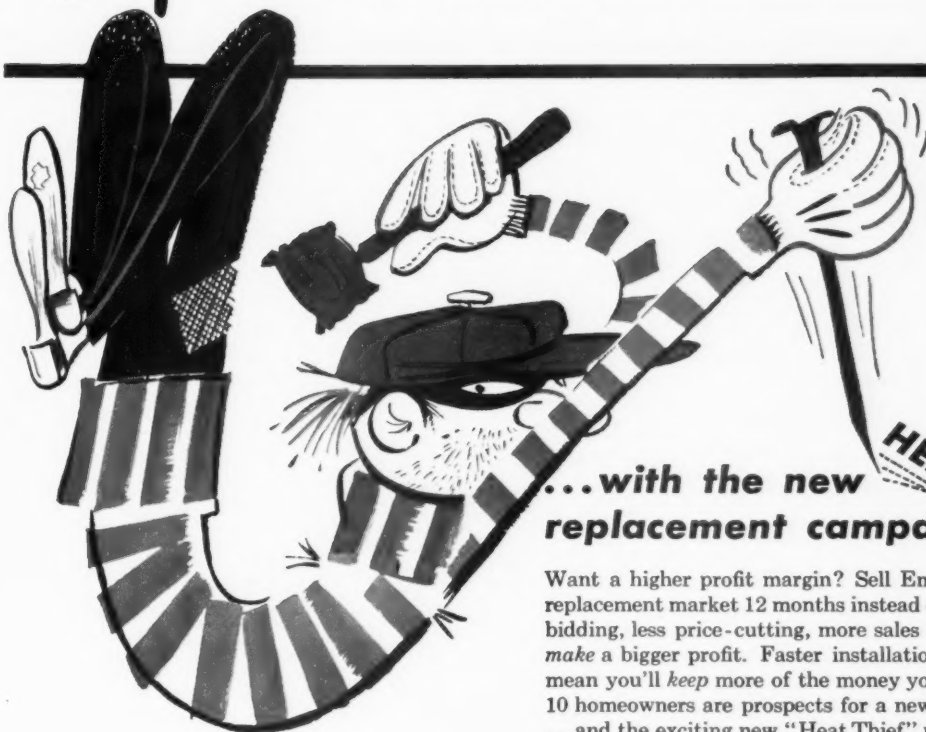
Follow up on the demonstration by direct mail to each woman attending, asking each if she would like further information. Send a salesman to see each one who answers yes.

Demonstrate in the home

If the prospect can not be lured into the showroom to see an appliance demonstration, the appliance demonstration must be brought to the prospect.

An increasing number of LPG dealers are bringing appliances to the homes of prospects by using an

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**A "Heat Thief" is an old, worn-out heating unit that robs homeowners of comfort, money, health and convenience.*

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open stake body trailer or a pickup truck. But others have refined the showroom-on-wheels by using a converted house trailer or for more maneuverability a converted panel truck like that used on milk routes. A specially-designed mobile showroom used by Suburban Propane Gas Co. on the east coast is shown on these pages.

When the salesman drives up with the appliance in tow, the prospect can hardly refuse to walk out of her front door to see it and get the full demonstration. The appliance is connected, of course, to LPG cylinders. In the case of an appliance which uses water, a water tank and pump might be mounted on the vehicle. In most cases, however, hose is carried which allows connection to the prospect's water supply. Where electricity is also used, enough wire is on hand to plug into an outlet in the prospect's home.

A demonstration right on the street in a populated neighborhood might attract others, you say? Good. In fact, as many residents as possible in the immediate area might be contacted in advance regarding the coming of the mobile showroom. All can be invited to stand around and watch, in the case of an open trailer, or come in

and watch in the case of an enclosed unit.

A mobile display and demonstration unit equipped for neighborhood visits can also be used very nicely at fairs, shows, and other such exhibits.

A tremendous one-two punch is to tie the power of a testimonial to the power of a demonstration. This can be done by using the home of a new customer as the scene of a demonstration and using her new appliance as the demonstrator.

The idea is similar to the "parties" put on by some cooking utensil, household items, and cosmetics manufacturers. A customer who buys a new range, for example, is approached with the party idea. She invites her lady friends to an "LPG range party" during an afternoon or evening. The dealer provides the entertainment in the form of a demonstration and he provides the refreshments, including cookies baked in the range. The hostess gets a gift for her time and trouble. The gift can just as easily be a credit on her gas bill.

The result is that the dealer has an audience of women who not only see the appliance demonstrated in its natural setting—the home—but also see the appliance in the home

of a satisfied customer whom they all know.

Special group demonstrations

Once or twice during the year, a large-scale demonstration of several if not all types of appliances might be held, usually in a rented hall. In these instances, invite the public at large through mass media, and extend special mail invitations to customers and to all women's groups. Decorate the hall, have appliances available for inspection, pass out literature, and serve refreshments.

The demonstrations on the stage should be handled by several people for variety, and a home economist might be on hand to give household tips. Even some local musical talent might be intertwined with the demonstrations.

One or more appliances might be given away to encourage attendance and to get a good prospect list. One dealer recommends allowing each person attending to specify any appliance she would like to win, thereby making her disclose the appliance she would most like to have. In any case, each person attending should fill out a card with name and address to be used in the drawing.

Another way to demonstrate before a group is to take the appliance to the group. Arrangements can be made for such demonstrations at women's club meetings, school domestic science classes, or even mixed farm or service group meetings.

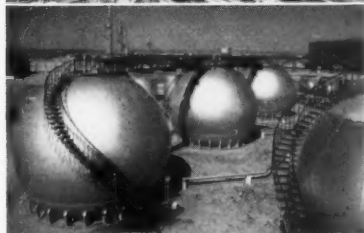
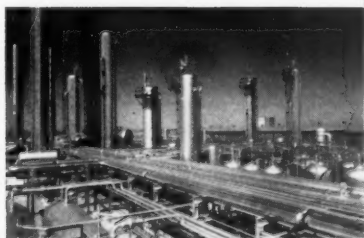
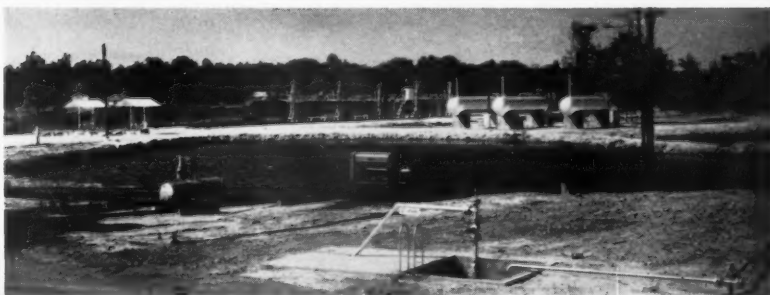
Many dealers demonstrate appliances on display at fairs and shows of various types. This has a double purpose: it attracts a crowd to your display and then makes use of demonstration as a selling tool. A demonstration, with food samples if a range is demonstrated, is a top attraction at any public event of this type.

A super market is ideal for public range demonstration. Arrange for space in the market on the basis of the crowds that will be pulled into the store, on the basis of demonstrating a particular brand of food, or for exchange display space in the LPG showroom window. Women are food conscious and cooking conscious when



Mobile display coaches of this type are used for appliance demonstration at the prospect's home by Suburban Propane Gas Co., Whippany, N. J. A range, water heater, and clothes dryer are inside.

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they are shopping in a market, making this the perfect time for a cooking demonstration. Crowds are assured due to the pull of the market, especially at peak periods.

Want to reach into a high percentage of the homes in your marketing area with one demonstration? Try television. If you have a local TV station, buy some time during the afternoon when you can catch the housewife and have a home economist or a member of your staff give a demonstration which includes some cooking tips and a recipe or two. Offer a small gift to those who write in. This will get names and addresses.

How to demonstrate

Once the demonstration has been arranged, whether in the showroom or away, whether before one person, a group, or a television audience, it is necessary to decide in advance how the demonstration will be put on. All authorities agree that there is one ingredient that should be a vital part of all demonstrations, and that is "showmanship."

By showmanship, the experts don't mean tricks. In fact, tricks are out. But a show puts over your points better than just opening the oven door and explaining the inside.

Six points should be kept in mind in preparing the demonstration from the standpoint of showmanship. These are:

1. Plan the demonstration in advance and use a plot. For example, the plot might be based on the

housewife coming in late from an afternoon of shopping. The husband will soon be home for dinner. The kids are already coming in from outdoors. But is Mrs. Housewife worried? Not with her LPG range. And then follow through the sequence of actually preparing a meal.

2. Have all equipment ready. This is important to smooth running of the demonstration. Pots and pans should be on hand, food items washed and ready for cutting, peeling, or cooking.

3. Prepare the prospect or prospects. Have a few surprises, but in the main let them know what you are going to do and how, so that you don't lose them along the way.

4. Cover every feature of the appliance. The well-planned demonstration will be built around a list of all features that should be covered. The features can be cleverly worked into the act.

5. Make the demonstration true to life. Tie everything in with situations and operations that are a part of every-day homemaking.

6. Put the prospect in the act where possible. This is easier in the case of a single prospect. But in a group demonstration, one or more prospects can be recruited from the audience to cook something up or to help in some way. One of the most effective of these in a group is to put several strips of bacon in a pan on a temperature controlled top burner and assign one of the audience to watch the bacon closely and turn it off when it starts to burn. Then go on with

something else, checking back with the volunteer periodically. Naturally, the bacon will never burn, but the demonstrator acts increasingly impatient with the volunteer, asking him if it is burning yet. It puts the point over in a dramatic and amusing way.

Demonstrate all appliances

Every appliance can be demonstrated, regardless of the type. Although the range is probably the most-demonstrated appliance, there are others that require a demonstration much more than the range does. The clothes dryer can be dramatically demonstrated, usually along with a washer. Put in wet clothes and show the prospect the ease of adjusting the dials, the range of heat available, and let her feel and smell the result. A group demonstration of the dryer can be based on "tips to ease your wash-day" and might include many valuable ideas for those attending on how to get better washing and drying results. This information is available from manufacturers, the AGA, and the American Home Laundry Association.

Incinerators, too

Seeing and smelling is believing with the gas incinerator, especially the new smokeless-odorless types. Make a big show over the varied garbage, bones, rags, and trash before putting them in the incinerator and turning it on. Vent the incinerator with a short vent so that prospects can sniff and see the exhaust.

Heaters and heating systems can be demonstrated by hanging a thermometer at the outlet or just by letting the prospect feel the heated air. Silent gas refrigerators should be seen and listened to; water heaters should be piped so prospects can feel the water, see the inexhaustible supply.

Take a tip from the automobile dealers—they know. Most of their preliminary sales talk, and most of the automobile manufacturer advertising, is aimed at getting the prospect to take a demonstration ride. They know that nothing sells like a demonstration—and the accompanying sales talk. The same is true for LPG appliances. ■

Questions for study and discussion

1. Do your salesmen make an effort to get each appliance prospect to see a demonstration? Is demonstration stressed during sales meetings?
2. Do your salesmen have the equipment necessary for an effective demonstration in the showroom? Could you effectively use a mobile demonstration unit?
3. Which groups and clubs in your marketing area might be invited to a demonstration at the showroom?
4. Think back to some of your recent appliance customers. Which of them would be willing to put on an appliance demonstration party at her home?
5. Do you have an outlined demonstration available for use when demonstrating each appliance? Is showmanship used? How many of the six points mentioned in this article are used?

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ASSOCIATIONS

Former Union Oil man, Clare D. Gard, wins this year's Hanlon Award

MEN in, or closely allied to, the natural gasoline industry, such as LPG producers and marketers, look forward every year to the selection of one of their number to receive the Hanlon Award, highest honor in the natural gasoline industry and one of the ranking awards of the entire petroleum field.



C. D. Gard
This year's winner

The winner this year is Clare D. Gard, chief process engineer (retired) of Union Oil Co. of California, Pasadena. He is the 22nd recipient of this honor and the presentation was made April 17 at the annual convention of the Natural Gasoline Association of America in Dallas, Texas, by President George T. Tennison, Shell Oil Co., Houston. The citation read in part:

"Obviously, this man has been a constructive force in the industry. He not only contributed ideas, but he stimulated the generation of ideas in others . . . Today we are recognizing this man for his individual work and his cooperativeness with others in bringing about better design and operation of natural

gasoline plants, his imaginative approach to the solution of problems for which early text books had no answers, and for the fundamental advancements in industry techniques which he originated."

Among the eight specific reasons why Mr. Gard was given the Hanlon honor this year are the application of the perforated plate tray to natural gasoline absorption and fractionating columns; the design and construction of the first LPG plant in California, and conceiving and perfecting equipment and procedure for calibrating natural gasoline positive displacement meters under actual operating conditions.

In addition, he was a co-developer of the Reid Vapor Pressure Composition correlation which is used in California as the basis of evaluating the worth of natural gasoline.

In addition to the many technical positions Mr. Gard held at various times, he was president of the California Natural Gasoline Association in 1944-45; at one time vice president of the Natural Gasoline Association of America, and is still on the executive committee and board of directors of the CNGA.

The history of the Hanlon Award is of much interest. The donor is E. I. Hanlon, chairman of the board of the National Bank of Tulsa, Tulsa, Okla., and a pioneer in the natural gasoline business. The award is sponsored by the Natural Gasoline Association of America in public acknowledgement of meritorious service to some one individual every year, and takes tangible form in a suitably engraved solid gold watch and emblem chain, and the engraving of the recipient's name on a bronze plaque which hangs permanently in the offices of the NGAA.

Several of the recipients of the Hanlon Award have been active and well known in the marketing end of the L. P. gas industry. These include:

1939. George G. Oberfell, Phil-

lips Petroleum Co. His were among the first contributions of value to the natural gasoline industry covering investigations of by-products from natural gas. He conceived the idea of using the same activated charcoal used in gas masks for isolating the gasoline in natural gas, and he was instrumental in the later adoption of the idea into the charcoal adsorption process. He worked out the basic principles that were needed to make the low pressure oil absorption process an economic success; he was responsible for the development of the method of fractional analysis that helped materially in the adoption of the Reid vapor pressure method; he worked out many problems related to liquefied petroleum gas manufacture and markets, the successful defense against the stabilizer patents, and the polymerization of gases.



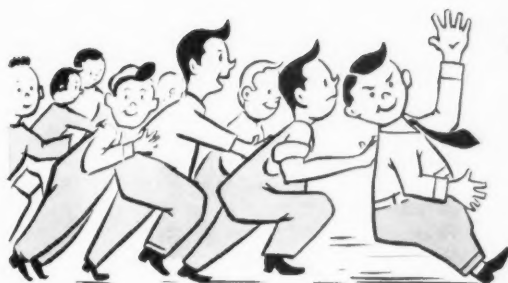
G. G. Oberfell
Winner in 1939



F. P. Peterson
Winner in 1943

1943. Franklin P. Peterson, Mid-Continent Petroleum Corp. For pioneering in the development of the compression method of extracting natural gasoline from natural gas, his first work dating from 1909, which was practically the beginning of the liquefied petroleum and natural gasoline industries. He was granted a patent on July 2, 1912, covering a method for the production of stable gasoline and LPG, and even before that he had an experimental automobile operating on New York streets using mixed butane and propane as fuel.

1945. James E. Pew, then director, Natural Gas-Natural Gasoline Division, Petroleum Administration for War. For "His untiring efforts in coordinating the wartime activities of the natural gasoline and condensate industries with those of the entire oil program; for his continued . . . advocacy of a broader use of the products of the industry in the manufacture of critically needed materials; and the effective manner in which he stimulated and



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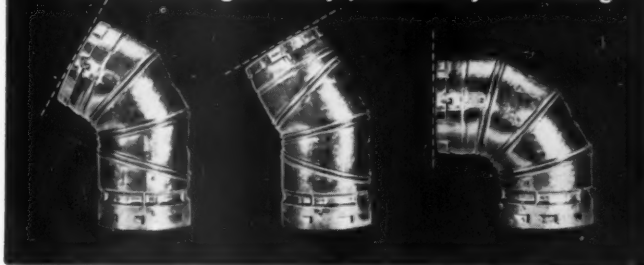
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Ask for the Amerivent ADJUSTABLE "L" OFFSET today... it's the most versatile gas vent fitting on the market!



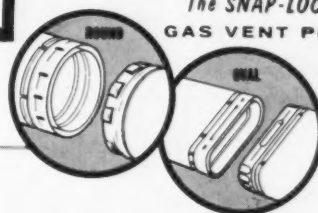
A few of the angles easily produced by this fitting



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directed the production and distribution of products for which there was the most pressing need . . ." Mr. Pew was later active in the organization of the National Council, and was one of its early presidents.



J. E. Pew
Winner in 1945



W. K. Warren
Winner in 1947

1947. William K. Warren, Warren Petroleum Corp. For a man who grew up with the natural gasoline industry and played an outstanding part in broadening and stabilizing the markets for its products. His sponsorship and financing of a huge storage program enabled many manufacturers, from whom he purchased their entire output, to continue operating their plants in times when other demand for their products had reached the vanishing point.

1948. Col. Geo. A. Burrell, Atlantic States Gas Co. Inc. For being the first experimenter to make an exact analysis of natural gas. He conceived the type and character of equipment required, made and assembled it himself, and made it work, which was considered one of the most important detail steps in the technological progress of the petroleum-gas field. Col. Burrell was also president of the Atlantic States Gas Co. and a leading manufacturer of LPG analytical testing equipment.



Col. G. A. Burrell
Winner in 1948



W. J. Podbielniak
Winner in 1951

1951. Walter J. Podbielniak, Podbielniak Inc. For the part which he played in the early development of practical analytical apparatus and his continuous efforts to improve its accuracy and

efficiency until it has become the most valuable single tool in the analysis of gas and liquid hydrocarbons.

While the work of the other annual recipients has been of extreme importance to the L. P. gas industry, the nature of their work was such that they did not become so widely acquainted in the marketing group. Their total contributions have been of great value in improving standards, methods and processes which have resulted in more abundant and higher quality products, in conservation of resources, and in broadening of basic markets. The complete list follows:

1937. Richard C. Alden, Phillips Petroleum Co.

1938. James W. Cowles, Shell Petroleum Corp.

1940. George G. Brown, University of Michigan.

1941. Alois Kremser, Standard Oil Co. of California.

1942. Edwin O. Bennett, Continental Oil Co.

1944. M. H. Kotzebue, Gasoline Plant Construction Corp.

1946. Dr. W. N. Lacey, California Institute of Technology.

1949. Francis E. Rice, Phillips Petroleum Co.

1950. Dr. Donald L. Katz, University of Michigan.

1952. Theodore Legatski, Phillips Petroleum Co.

1953. Darst E. Buchanan, Hiwan Oil & Gas Co.

1954. George P. Bunn, Phillips Petroleum Co.

1955. Henry N. Wade, Stearns-Rogers Manufacturing Co.

1956. W. H. Vaughan, Tidewater Associated Oil Co.

1957. Charles E. Webber, Sun Oil Co.

More than 700 attend WLGA convention, show

By MARTIN A. BROWER
Managing Editor

A registration of more than 700 L. P. gas dealers, manufacturers, and suppliers and 46 exhibitors made up the largest convention and trade show ever held by the Western Liquid Gas Association on April 17 to 19, at the Fresno Hacienda, Fresno, Calif.

John Agbashian, Valley Butane Gas Co., Fresno, was elected president of the newly LPGA-affiliated association. Thomas J. McGurn, Cities Service Oil Co., became vice-

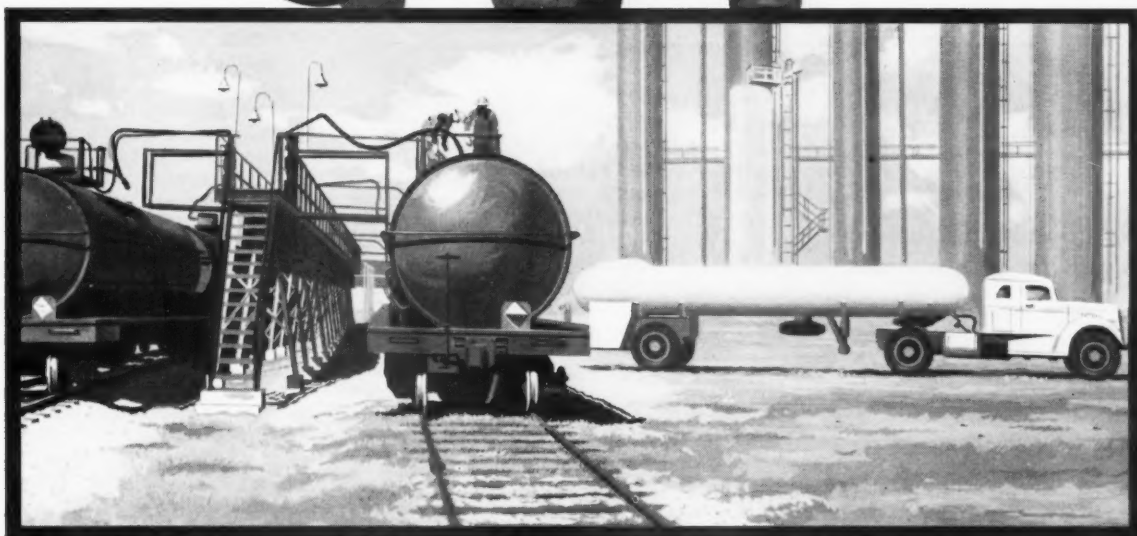
president, and Richard Bache, Petrolane Gas Service Inc., Long Beach, was elected secretary-treasurer. Mrs. Gussie Spears, Bakern Liquid Gas Co., Bakersfield, was previously selected as California member of the LPGA board.

"The Need for Increased Industrial Research" was presented to the convention by Sid Sidenfaden, Suburban Gas Service Inc., Upland, president of one of the nation's largest LPG dealerships. "While domestic use of LPG has been and still is the backbone of our industry," Mr. Sidenfaden told the second day luncheon session, "markets are changing and other uses for LPG are growing faster than the domestic market." He pointed especially to the other use market in the five Western states with its 300,000 tractors, 200,000 stationary engines, 45,000 lift trucks, one million trucks and buses, and 14 million acres under cultivation.

"If only one per cent of these trucks were converted, we would have a 250 million gal. increase in fuel sales," Suburban's president told the group. He pointed out the growth of LPG sales in Arizona—40 per cent during the post-Korean era, although natural gas pushed into that state as no where else in the nation. The reason, he explained, was that only a small percentage of that growth was domestic. Most of the growth came from other uses of LPG.

Mr. Sidenfaden called for an association research program to point out new markets and help open them up to LPG. He commended BPN editor Carl Abell for the start he has made in this direction by organizing a committee on agricultural flaming within the WLGA.

Keynote speaker of the convention was William Burke, Bank of America, who assured the convention goers that California's amazing growth will continue. Following Mr. Burke at the first day's lunch was Walter Prill, Southern Counties Gas Co., who told the audience "Don't Be One Way" in dealings with others; LPGA national president Talmage Lovelady, who reviewed association progress; and newly-appointed WLGA and West Coast executive director Albert "Dock" Walters, who outlined the duties of an association. "All activities of any LPG association are aimed at increasing LPG dealership income," he stated, continuing that "The association plots the way ahead for its members."



Your Shell Propane is Ready...
and delivered...when you want it

Every Shell customer is assured that the propane he contracts for is already proved and reserved at 26 strategic production centers.

It is a long-established Shell policy to sell propane only within our capacity to produce.



SHELL OIL COMPANY



Albany • Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Indianapolis • Los Angeles
 Minneapolis • New Orleans • New York • Portland, Oregon • Sacramento • St. Louis • San Francisco • Seattle

On the second day program, in addition to Mr. Sidenfaden, were Tyler MacDonald, Hixson & Jorgenson Inc. Advertising, who reminded the audience that the public buys on the basis of individual drives, not mass appeals; and a report from Herbert Cerwin & Staff, the firm which is handling LPG promotion for the WLGA in California to tie in with efforts of the National LP-Gas Council.

"The Year of Progress" was the theme of the 9th annual convention, that being chosen to commemorate the year that followed affiliation by WLGA with the national LPGA. Thomas McGurn was convention chairman with Henry C. Haar, Acme Butane, Fresno, as co-chairman. J. P. Wilson, outgoing president, presided.

LPGA special service awards were presented to Thomas McGurn, Henry Haar, R. C. Harris, A. C. Presley, Roland Usher, Ben Tilden, and Ralph Weaver.

The grand prize of an all-expense trip for two to Hawaii was won by Mr. and Mrs. Ben Whorter, Sequoia Gas Co.

Gas appliance sales belie recession propaganda

By WILLIAM W. CLARK
Eastern Editor

Despite widespread evidence and talk of a recession in the general economy, the gas appliance industry is off to a good start for 1958. This was made apparent at the 23rd annual meeting of the Gas Appliance Manufacturers Association held at the Greenbrier Hotel in White Sulphur Springs, March 30 through April 2.

Clifford V. Coons, president of GAMA, summed up the situation in these words: "We're making the most of present conditions because they're the only conditions we have. In other words, we're too busy doing something about 'conditions' to take time out for singing the blues."

In support of his contentions, Mr. Coons and other executives of GAMA cited the following facts:

During the first quarter of 1958, shipment of nearly 2 million units of all types equalled last year's total, bringing to 100 million the number of gas appliances and items of gas equipment now in use in U. S. homes.

Despite a weather-induced drop in first quarter private housing, the



Cy Claffin, president, Liberty Gas & Service Co. Inc., Elkart, Ind., being a student at the Wisconsin LP-Gas Management School at the University of Wisconsin. Other Indiana students attending were: Richard Cadger, Martin's Gas & Appliance Co., Lebanon; Robert Kriegbaum, Westfield Gas Co. Westfield; and Duane Yoder, E-Z Gas Inc., Goshen.

total nevertheless came to about 210,000 compared to 216,000 last year and accounted for more than half a million gas equipment installations, approximately the same number as in 1957.

Home improvement projects with emphasis on kitchen, laundry and heating system modernization find gas equipment favored to such an extent that an average of "3-plus" pieces of gas equipment is being installed in the average home where "1-plus" existed only a few years ago.

The gas industry is now serving nearly 40 million customers—more than one million above last year's total. Approximately, 37 million are residential, 150,000 are industrial accounts and about 2,300,000 are commercial users.

There are now more than 8½ million LPG consumers in the country. Ten to 25% of GAMA manufacturers' output is going to rural farm, non-farm and ex-urban markets located beyond the mains.

As for shipments in individual appliances, range shipments are down, but gas central heating units are slightly ahead of last year. Shipments of gas-fired automatic water heaters are running about 4% ahead of 1958. Other appliances appeared to be just about holding their own, or making slight gains over last year.

The housing industry, whose fortunes are so closely linked with those of the gas utility industry, is holding up well according to a report by Norman Mason, Commis-

sioner of the Federal Housing Administration. "There is no depression in the housing industry," said Mr. Mason. "Some marginal builders are in trouble, but this fact is not related to any business conditions."

How important this new housing market is to the gas industry was underscored in a panel discussion moderated by Perry Prentice, of *House and Home Magazine*. It was brought out that in 1958 37 million people inspected model homes. More than two out of every three homes sold in the nation were sold from model homes. In addition, untold thousands who had their homes custom-built borrowed ideas that they had seen in model homes.

In reporting on the present state of home building, the panel agreed that the builders have "built themselves out" of the easy or "automatic" market. They now must do harder selling, and they need more help in selling.

Chet Stackpole, managing director of the American Gas Association, gave an enthusiastic appraisal of the situation as it affects gas utilities and appliance manufacturers. "In February," Mr. Stackpole pointed out, "income was at its highest level ever, running at a rate of \$342 billion annually."

"People have more money in their pockets," he said. "Could it be that their reluctance to buy represents their efforts to try to force prices down?"

In a broad roundup of the gas industry picture, Mr. Stackpole made these points:

Gas executives should get out and do more missionary work for gas.

It is not heresy to copy the gadgetry which has been so successful in electric appliances. Now we have a push-button keyboard for burners on a gas range, which expresses this concept very well.

Fifty-thousand gas lights can be sold in 1958. Two manufacturers are now turning them out.

We may get five or six gas refrigerator manufacturers in the field in the foreseeable future.

The industry's revitalized promotional efforts are worrying the competition and stimulating it to take action. The EEI has been authorized to spend \$25,000 to rebut the Zinder Report.

Twenty-eight million people see Playhouse 90 each week, of which 82% are adults. After less than one year on television, the program brought an increase in preference for gas appliances among viewers.

Cut your costs with greater customer satisfaction!

TEMCO

... best-built, best-engineered gas heating equipment on today's market!



Temco-built for bigger profits!

The sheer ease with which you sell Temco gas heating equipment means greater profits right from the start! Your customers know the Temco name! They also know the value of Temco specialization which makes this famous, quality-built gas heating equipment cost less to own, less to operate! Your big plus to greater sales is this added promise: Temco gas heating appliances last longer, too! On every sale you make, you can assure your customer a written 20 year warranty on Temco's exclusive Ceramiclad[®] heat exchanger! Your promise ... and Temco's written warranty to prove it!

Temco-engineered for fewer service calls!

The wonderful peace of mind with which you install Temco gas heating equipment means extra profits! Because, Temco engineering assures you, as well as your customers, of the most efficient, trouble-free heating equipment money can buy! All Temco gas heating equipment is designed to make your selling job a little quicker, a lot easier—in both farm and urban areas—where Temco gas heating appliances work perfectly ... conveniently ... and economically ... on L.P. gas! **

** Operates equally well on natural and manufactured gas.

Temco-designed for more completeness of line!

The exceptional pride with which you write up your orders, and fill them immediately—with any of the models from Temco's 1958 line ... the great, new line designed to help you reach every market ... to help you sell in every price bracket!

TEMCO, inc.

NASHVILLE 9, TENNESSEE

"Gas Heating Specialists for the Nation"



"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"

ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS
WARM AIR FURNACES • AIR CONDITIONING • GAS WATER HEATERS

TEMCO SPACE HEATERS

Vented and Unvented (both radiant and circulator models)
Specifically designed for quick, small-area heating.

TEMCO "PIN-UP" HEATERS

New, unvented heaters that hang on the wall—with only 4 screws. Perfect for zone-controlled heating!

TEMCO "PRE-VENT" HEATERS

Pre-engineered thru-the-wall construction that requires no chimney, no recessing. Installs in any outer wall, at any level—even under windows!

TEMCO UNIT HEATERS

Compact units that provide maximum headroom in restricted areas; suspend from two pipe hangers. Ideal for commercial installations—service stations, restaurants, warehouses, etc.

TEMCO WALL HEATERS

Fit right into the wall between standard studding. Perfect for slab foundation homes. Provide ideal zone-controlled, single-story heating.

TEMCO FLOOR FURNACES

Exceptionally shallow construction permits easier, more economical installation. Mounts flush in the floor. No basement or costly excavation required! All Temco Floor Furnaces, regardless of BTU size—are only 2 1/2" deep and controls are factory installed.

TEMCO CENTRAL HEATING SYSTEMS

A complete line ... Hi-Boys, Lo-Boys, Counter-Flows, Horizontal and Gravity Furnaces, with a complete selection of sizes in each series. There's a Temco central heating system to fit any application—basement, crawl space, alcove or attic ... including the amazing new

TEMCO PERIM-AIR-PAC

A completely packaged* gas forced-air system that uses the superior method of perimeter heating! Blankets outer walls with warm, clean, filtered air! Installs in only one day, with no major construction or labor costs!

*Includes ducts, registers and plenums.

Reach out now ... for all the market! Mail this coupon today for Temco's 58 catalogue—featuring this great new sales-making line!

TEMCO, Inc., Nashville 9, Tennessee

Please send me full, descriptive catalogue.

Name

Firm Name

Address

City Zone State

BTN-3

Sherman McCoy Sr. heads Indiana association

Nearly 300 L. P. gas men saw Sherman McCoy Sr. installed as the new president of the Indiana LPGA at the annual convention and trade show of the association held March 9-11 at the Claypool Hotel in Indianapolis.

Clifford Stapleton was elected vice president at the same time; Phil Hedback was reelected treasurer, and Kynard Taff was reelected recording secretary. The District secretary is John E. Kelderhouse and he presided at the luncheon when the officers and new directors were introduced.

The directors for the ensuing year are Richard Grenda, La Porte; Kenneth H. Meny, Haubstadt; Lloyd J. Hawkins, Fort Wayne; Charles M. Davis, North Salem; James L. Young, Shelbyville, and Richard E. Kelly, Madison.

Program Chairman Herbert Moeller arranged an interesting program, which included talks by Phil Dickens, head coach at University of Indiana; Howard D. Valentine, and Harold TenBrook. An L. P. gas load building congress was held one afternoon which was conducted by John Coleman, Art Nepstead, Floyd Selim and Dick Pardee.

Northwest LPGA group discuss current problems

Members of the Northwest District, LPGA, who attended the March 28-29 meeting at the Winthrop Hotel in Tacoma, heard a real debunking of the theory that L. P. gas men need think business is in a bad way. Hitting the ball hard on the sales line will solve any problems that may exist, was the belief of speakers.

One of these was Lawrence Vukelich, marketing consultant of Portland, Ore., who said he "never saw a more prosperous recession," adding that the principal reason consumers have tightened up in their buying habits is that businessmen do not exert the proper effort to sell them. Most of the reasons advanced for any declining sales would vanish if more emphasis were placed on the selling end of business.

This thought was endorsed by Stary Gange, speaker from Visalia, Calif., who said that in his opinion the present recession is actually a state of mind more than an actual condition. As evidence, he cited the

huge amounts of personal savings recorded all over the country and the high national income.

Mr. Gange also warned his listeners that there was need to fight the trend in belief that Washington should take care of all business and personal needs.

Talmage Lovelady, president of the LPGA, discussed the current L. P. gas situation and spoke of various issues which will require united effort for solutions, referring particularly to the position the LPGA has taken with respect to REA and government capital which has been secured at smaller interest rates.

A program which should increase the efficiencies of L. P. gas operation was outlined by James C. Yeomans, general manager of Multnomah Fuel, Portland, Ore., who emphasized the following points:

1. More complete and accurate records on all delivery trucks, including reports by the driver.

2. Tank sizing is of utmost importance in establishing routing of delivery trucks.

3. On heating customers it is of great importance to use a budget plan for payment of annual heating bills.

4. Do not permit driver to waste too much time during delivery in trying to collect cash. This will detract from the efficiency of a driver operation.

Next year's meeting of the Northwest District will be held in Yakima, Wash., in June.

Central Maryland firms campaign for business

Early in March the Central Maryland Gas Association put on a gas display for visitors to the Builders Show that was held in Frederick, Md. The display made an effective impression on the 5300 attendants who passed the gas booth.

The display was the result of plans of a group of gas men who, six months before, organized to explore the feasibility and possibilities of a collective effort to promote gas in their marketing areas. President of the group is A. W. Long, promotional representative of the Natural Gas Co.

Future activities of the Central Maryland Gas Association include a gas display at a local outdoor show, an advertising program and schools for service personnel.

The companies composing the

Central Maryland Gas Association are Eastern Propane Co., Blue Ridge Summit; Frederick Bottled Gas Co., Frederick Natural Gas Co., and Frederick Welding & Supply Co., Frederick; Matthews Gas Co., Thurmont; Parlett Gas Co., Ellicott City; Suburban Propane Gas Corp., Rockville; and Town & Country Gas Service Inc., Taneytown.

LPGA elects district and state directors

Recently elected to the Liquefied Petroleum Gas Association's board of directors for a two-year term were:

W. J. Kraus, Bay Heat Inc., North Bend, Ore., District 1 (North Pacific); G. O. McGuire, Union L. P. Gas System Inc., Iola, Kansas, District 5 (Central States); E. O. N. Williams, Bottled Gas Corp. of Virginia, Richmond, District 9 (East Central), and A. A. Rowan-Legg, Superior Propane Ltd., Toronto, Canada, District 11 (Eastern Canada).

State directors include:

Alabama. V. T. Mavity, Southern Liquid Gas Co., Dothan.

Arizona. J. W. Hardie, Home Gas & Appliance Co., Tucson.

California. Mrs. Gussie Spears, Bakern Liquid Gas Co., Bakersfield.

Connecticut. H. S. Rowan, Rural Gas Co., Stepney.

Florida. C. R. Anderson, St. Petersburg Gas & Appliance Co. Inc., St. Petersburg.

Georgia. A. L. Cain Sr., Suburban L. P. Gas Co. Inc., Griffin.

Illinois. T. E. Ennett, Rockford Propane Co., Rockford.

Indiana. H. C. TenBrook, Ready Flame Inc., Kokomo.

Iowa. D. I. Green, Home Oil Co., Moline.

Kentucky. M. J. Crafton, M. J. Crafton Petroleum Co., Owensboro.

Maine. E. L. Ring, Ring's Gas & Appliance Co., Yarmouth.

Massachusetts. G. D. Hammond, Rural Gas Service Inc., Westfield.

Michigan. Clarence Habermehl, Fuelgas Co. Inc., Flint.

Minnesota. G. F. Bursinger, Blaugas Co., St. Paul.

Nevada. C. R. Cavanaugh, Cavanaugh Bros., Tonopah.

North Carolina. J. L. Collier, Collier Gas & Appliance, Whiteville.

North Dakota. N. N. Behm, Behm's Propane Service, Minot.

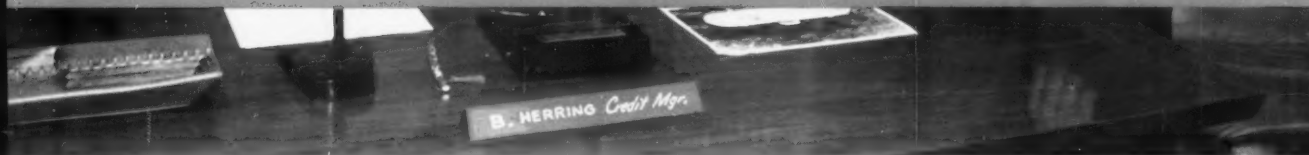
Ohio. J. R. Verkamp, The Verkamp Corp., Cleveland.

South Carolina. W. A. Gardner,
(Continued on page 105)



MR. LP-GAS DEALER:

*Give Beaird the opportunity to say **YES!** to your financial needs*



We want to help you build a bigger, more profitable and financially sound LP-Gas business. That is why we want to say yes with a Beaird "Profit Planned" financing program tailored to fit your business needs.



LP-Gas equipment is just one of the many products manufactured by Beaird for the petroleum and petrochemical industries. When you are in the market for new equipment or assistance in developing a specialized product contact Beaird for a qualified appraisal or quotation.

Beaird "Profit Plan" financing lets you meet the added financial demands of a metered gas program . . . gives you the extra cash needed to offset increased competition . . . lets you start an LP-Gas System leasing program right now . . . enables you to build adequate storage . . . buys a new money saving "Payliner" trailer transport or puts in a profit making LP-Gas filling station.

Take a good hard look today at your business and its future needs . . . then assure its success with a Beaird "Profit Plan" financing program.

You can pick the plan and financing company you want with a Beaird "Profit Plan".

PHOENIX



Give Beaird the opportunity to say yes . . .
... write or call today!

THE J. B. BEAIRD COMPANY, INC.

A Subsidiary of American Machine & Foundry Company
Shreveport, Louisiana Clinton, Iowa Stockton, California



BEAIRD INTERNATIONAL, INC.
SHREVEPORT, LOUISIANA

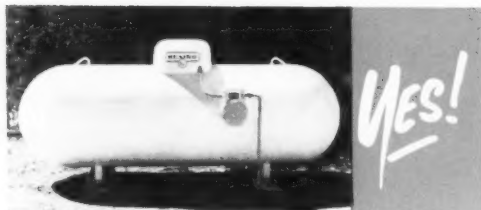
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TURN PAGE



You can *Profit Plan Finance* *all Beaird equipment*



Beaird will help design effective "Metered Gas" programs on long term financing. Customer lease or time payment programs are also available. Up to five full years to pay.



Beaird will put in needed storage tanks or storage plants ready-to-operate with pumps, compressors, truck and rail risers, and all necessary equipment. And it can all be financed on long terms with a Beaird "Profit Plan". From one to five years to pay.



Beaird packaged filling stations can be installed *now* to help increase summer sales. Both truck stop highway locations and commercial and industrial stations can be financed with a Beaird "Profit Plan". Up to five full years to pay.



Beaird transports in new high tensile T-1 or A202-B steels can be added now to save you on transportation costs. You can pay for them while they make you money with a long term Beaird "Profit Plan". Up to three full years to pay.

Start a Beaird "Profit Plan" right now. Call your Beaird representative or write any Beaird plant today ... for a "Profit Plan" tailored to fit your business future.

Give Beaird the opportunity to say Yes to your financial needs.

THE J. B. BEAIRD COMPANY, INC.

A Subsidiary of American Machine & Foundry Company
Shreveport, Louisiana Clinton, Iowa Stockton, California

BEAIRD INTERNATIONAL, INC.
SHREVEPORT, LOUISIANA

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news



Sales of 57 million units in five years says AGA

The residential market for gas appliances and equipment can yield sales of more than 57 million units during the next five years, the American Gas Association's Bureau of statistics estimates in a new analysis of future market potentials.

The study recently completed by the Bureau also shows that gas appliance and equipment sales in 1958 alone can reach 9.6 million units, 1.9 million higher than the total sales volume for 1957.

According to AGA, the market potentials for the years 1958-1962 indicate that the industry can sell 17.7 million new gas water heaters, 13.9 million kitchen ranges, 13.0 million space heaters, and 5.5 million central heating units to the country's homeowners.

During the same five-year period, AGA estimates that the gas industry can move 3.7 million dryers, 2.9 million floor and wall heaters, and 0.5 million incinerators. Gas refrigerators and air conditioning equipment were excluded from consideration in the recent analysis.

Optimism keynotes Consumers conference

A ringing note of optimism was sounded by Clarke Bassett, senior vice president of the First National Bank, Minneapolis, at the 1958 Sales-Management Conference of Consumers Gas Co., a division of United Petroleum Gas Co. The conference was held at the Leamington Hotel, March 27 and 28.

"This so-called recession," Mr. Bassett told the conference, "is more a slowing down of our record boom. But it's the most extensively publicized slowing down in our history. Everybody is talking about it, including the politicians."

P. Kenneth Peterson, Mayor of Minneapolis, greeted the group at the opening session; he was fol-

lowed by Byron G. Allen, Minnesota Commissioner of Agriculture. Speakers at other sessions were Howard Mold, manager, sales personnel of Minneapolis-Honeywell, who spoke on "Management by Objective," and Mrs. Alvin Bach, Mrs. Minnesota of 1958.

D. A. Larson, vice president of Consumers, stressed the importance of keeping up with change in the L. P. gas industry. "If we are to progress and grow we must be alert to change," he pointed out. "But we must also always remember that the real boss in our business is the customer."

The conference also got a preview of the new RCA-Whirlpool gas refrigerators via a color-sound film presented by R. M. Marberry and Paul Armbruster of the Whirlpool Corp.

Frank T. Carpenter, president of United Petroleum Gas Co., concluded the sessions with a message, "Growth Unlimited."

Over 2500 distributors attend Pyrofax meetings

Pyrofax Gas Corp., a unit of Union Carbide Corp., has just concluded its 30th annual series of sales meetings. Over 2500 members of its distributor organization attended from 28 states and Eastern Canada. The first of the eight meetings took place on February 5 in Boston, followed by meetings in Washington, New York, Detroit, Chicago, Minneapolis, Jacksonville, and Montreal.

An appliance and equipment ex-

hibit was a major feature at each meeting, with over 30 manufacturers displaying 1958 lines.

A highlight of the meetings was a talk on the current state of Pyrofax gas business by Walter Naumer, president. Mr. Naumer said that although recent years have been good sales years for Pyrofax and for the L. P. gas industry as a whole, profit margins have been growing thinner. He predicted that 1958 would be improved greatly, if the necessary corrective measures were taken. Among the latter, he stressed that attention must be given to the protection of present customer lists and improving service still further.

Sayre predicts upturn in appliance sales

Home appliance sales next year will jump 600,000 units over 1958 and the long-term prospect is for "profitable quantities," an industry president states.

Judson S. Sayre, president, Norge division, Borg-Warner Corp., based his belief on increasing replacement buying and household formations.

Mr. Sayre said also that overall business will come back in the fourth quarter.

Of great significance to the appliance industry is the average age of appliances in use today, he noted.

"A refrigerator is used, on the average, for about 12 to 14 years . . . the majority bought during the immediate postwar years will not reach normal replacement age until the early 1960's," he said.

Mr. Sayre said this factor, and the slump in household formations, both of which caused a downturn in industry sales, will

Norco Inc.'s headquarters have been moved to a larger building at 5111 W. Washington Blvd. in Los Angeles. Housed at the new location, which covers over 20,000 sq ft, are the executive offices, research, testing and service school facilities.



also be responsible for its reversal in the not too distant future.

"It appears to us that 1958 will mark the bottom of the appliance sales curve," he added.

"Compared to the 13.6 million units which we expect the industry to move this year, sales in 1959 should increase to about 14.2 million units. With a gradual upturn due to the increase in families and other optimistic factors, we can reasonably look forward to a demand of more than 18 million white goods appliances each year by 1963," Mr. Sayre said.

Post office plans limit on letter size and shape

Postal officials are developing new rules which will limit the size and shape of letters which can be mailed.

The Post Office Department has already ruled that after July 1, 1959, first class mail cannot go in envelopes smaller than 2¾ by 4 inches. Maximum sizes for first class mail will be announced later.

Over the next few years, the Department hopes that all mail will flow in a relatively small number of standard-sized envelopes.

Restrictions on envelope sizes is caused by the Post Office Department's increasing use of automation. New automatic machines will not handle envelopes of odd sizes and shapes.

For businessmen, it means in the future that bills and especially some types of advertising mail in unusual or tricky sizes will have to be abandoned.

Northwestern Blaugas Co. changes ownership

Gilbert F. Bursinger and Otto M. Joachim are the new officers of the oldest bottle gas company in America. They incorporated under the name of Blaugas Co., a Minnesota corporation.

The officers of Blaugas are Mr. Bursinger, president and secretary; Mr. Joachim, vice president and treasurer; and John R. Persen, assistant secretary.

John L. Locke, former president of Northwestern Blaugas, has retired from active duty, but is still on the payroll in an advisory capacity.

Northwestern Blaugas started business in 1911 at the present location in St. Paul, Minn.



G. F. Bursinger
President



Otto M. Joachim
Vice-President



J. A. Bernard
Calif. division



W. B. Sellinger
Colo. division

Mr. Bursinger joined Northwestern in 1925 and successively served as purchasing agent, salesman, sales manager, and for the last four years as manager. Mr. Joachim joined the company in 1941 as comptroller and successively served as secretary and assistant treasurer.

Sheldon H. Causton, sales manager, who joined Northwestern Blaugas in 1940, will continue in that position.

TBDA scrutinizes Wage & Hour Law

It is now possible for an LPG dealer to determine definitely and positively whether or not he can escape the provisions of the Wage & Hour Law under the definition of what constitutes a retail sale.

The Texas Butane Dealers Association retained the services of a law firm, Weatherred & Shelton, to make a complete examination of the application of the Law to the retail dealer industry, not only for Texas but as it applies to dealers in all parts of the nation. This analysis is in the process of being printed in book form for distribution to the members of TBDA. It is estimated that Texas members will save approximately \$1 million a year in overtime payments by qualifying under the retail establishment exemption.

The board of directors of TBDA voted to make this publication available to other LPG dealers at \$5 a copy. Dealers wishing to reserve a copy for their own use write TBDA, 1623 S. Lamar Blvd., Austin 4, Texas.

Robinson retires from Suburban Gas Service

W. J. Robinson, Colorado division manager, Suburban Gas Service, retired according to an announcement by W. R. Sidenfaden, president. Mr. Robinson, who asked to be relieved of active

management duties, will be retained in a consulting capacity as well as continue as vice president and a member of the board of directors.

W. R. Sellinger, who for the past five years has served as California division manager, took over the administrative duties of the Colorado division on May 1.

Mr. Sellinger has been replaced in the California area by J. A. Bernard. Mr. Bernard formerly was with the marketing and industrial relations departments of the Union Oil Co. of California.

Electric range in photo turns out to be gas

Not even the backers of electric cooking want to cook on other than a gas range—or so we would believe from the April issue of *The American Legion Magazine*.

As one illustration for an article entitled "Power for War and Peace," the magazine showed a picture of a kitchen captioned "electrified homes make modern house-keeping a pleasure." But the lovely built-in range and oven shown were gas appliances.

The discovery was made by Roger M. Little, Brown & Little Inc., Valentine, Neb. And Mr. Little pointed out the fact that the cooking equipment shown was actually gas in a letter to *The American Legion Magazine* Editor Joseph C. Keeley. In his letter, Mr. Valentine told how the recent storms interrupted electric service while gas went on working.

In Editor Keeley's reply to Mr. Valentine, the learned editor wrote: "Your reference to the limitations of electricity during storm conditions is well taken. We have had some bad snow and sleet storms in recent weeks and thousands of homes around here were left without power. This in turn meant no heat and made cooking a real problem. In view of this, I guess I did the smart thing last year when, about to replace an old gas range,



SIGN OF A SOLID FUTURE...WITH DEPENDABLE SUPPLIES IN A GROWING MARKET

More LP-Gas Distributors are teaming up with Texaco for the long haul because they are assured of dependable supplies—Texaco is one of the largest producers. And the market is expanding. In 1950, less than 3.5 billion gallons were sold. By 1960 the demand

is expected to reach 8 billion gallons—9.5 billion by 1965.

If your goal is a solid future, consider this fact: 683 distributors of Texaco products have been with us for 20 years or more—many others for as long as 45 years—proof it pays to team up with Texaco.

5 reasons why it pays to be a TEXACO LP-Gas Distributor

1. Dependable and efficient delivery, in a new fleet of tank cars—from 25 strategically located production areas.
2. A product of highest quality—moisture free.
3. Immediate acceptance, Texaco LP-Gas

carries the nationally-known, famous trade-mark, Texaco.

4. One of the largest producers of LP-Gas, The Texas Company is the only petroleum company to build up successful distribution of its products in all 48 states.

5. Profitable and proved sales policies. Texaco markets only through independent distributors.



TEAM YOUR NAME with Texaco and profit . . . faster! Call or write Texaco today . . . The Texas Company, LPG Sales Division, P. O. Box 2420, Philtower Bldg., Tulsa, Okla., Diamond 3-4101—3350 Wilshire Blvd., Los Angeles 5, Cal., DUnkirk 5-0515.



I chose gas instead of electricity. The lines may fall but we can count on a constant flow of heat from that big oven door."

Council members offered local-level tie-in kits

The National LP-Gas Council has given each of its member companies a kit of materials which will help them prepare local-level commercials to tie-in with Council network radio newscasts.

Included in the file-folder are instructions for purchasing 30 and 60 second spot commercials on local stations which will give the effect of the local L. P. gas company sponsoring the network show. Also in the kit are sample commercials which can be used by the local company, a list of participating stations, and a radio commercial product schedule.

The five-minute newscasts began April 18 and will continue through October 12. On most stations the program will be heard at the following Eastern times: Fridays, 11:30 a.m.; Saturdays 11:30 a.m., 6:30 p.m., and 10:30 p.m., and Sundays, 6:30 p.m.

Robertshaw to build research center

Robertshaw-Fulton Controls Co. recently announced plans to construct a fifth research and development center to seek out advanced automatic control devices for use in the home and industry, and also engage in special development work under Government contracts.

The new expansion in research will involve approximately \$950,000. It is to be called the Eastern Research Center and will be built on a 20-acre site located 14 miles from the center of Philadelphia in the town of King of Prussia.



Ralph V. Coles, formerly in charge of the company's instrument division, has been named general manager.

About 100 engineers, scientists and technicians will be employed in the 20,000 sq ft center. Construction is expected to begin within the next few months.

Former Acro products now manufactured at Grayson

Robertshaw-Fulton Controls Co. has announced the transfer of the heating controls section of its Acro division at Columbus, Ohio, to its Grayson Controls division, at Long Beach, Calif.

Former Acro division products included fan and limit controls, thermostats and gas valves. These are now manufactured at the Grayson Controls division.

Robertshaw's precision snap-acting switch line will continue to be produced at the Acro division.

Weatherhead launches \$15,000 Ermeto contest

Weatherhead Co. is offering \$15,000 in cash prizes for case histories on Ermeto flareless tube fitting applications. This nationwide contest, which closes Sept. 30, 1958 is open to everyone actively associated with the design, maintenance or operation of equipment in any field of industry or commerce.

Weatherhead's objective is to compile a library of case histories on Ermeto applications drawn from the many fields in which this high pressure fitting is used. Grading of the entries will be based on completeness of data and supporting material—i.e., temperatures, oper-

ating pressures, surge and vibration, other critical factors, service life of the fittings, function of circuit or overall operation, drawings and photos.

The prize money will be awarded on the following bases: 1st prize, \$1500; 2nd, \$1000; next 8 winners, \$750 each; next 35, \$100 each; next 40, \$50 each; next 100 \$10 each. Contestants are requested to mail entries to "Win With Ermeto" Contest, P. O. Box 2457, Fort Wayne, Ind.

Grant Haas retires from Rapid Thermogas Co.

The retirement of Grant Haas as director of sales, effective April 1, is announced by Charles Russell, president of Rapid Thermogas Co., Des Moines, Iowa. Mr. Haas, 69, has been in the



Grant Haas

L. P. gas business for 18 years and with the Rapid Thermogas Co. for the past 11 years.

Mr. Haas started in the bottled gas business as a wholesale distributor in 1940. He operated out of Madison and served dealers in southeastern Wisconsin. In 1949 he was employed by the Rapid Thermogas Co. as a sales representative. In 1953 he was named director of sales.

Mr. Haas has been a member of the Marketing Research Committee of the National LP-Gas Association for the last four years.

Empire launches "Heat Thief" sales campaign

Empire Stove Co. has started a new sales campaign aimed at the replacement market. The campaign is highlighted by a "Heat Thief" theme, which dealers say will be of sales value not only to them but to the gas industry in general.

Empire dealers and salesmen have donned "Heat Cop" caps and badges and are searching the replacement market for the four "Heat Thieves."

The idea for this nationwide hunt came from Lee A. Brand, vice president, who pointed out that a recent survey, which revealed that over 10 million homes will be in the market for heating systems remodeling and replacement in the next two years,

The proposed Robertshaw-Fulton Controls Co. Eastern Research Center.

was partially responsible for the development of the campaign.

"Another factor that influenced us in developing the campaign," said Mr. Brand, "is that the replacement market will permit dealers to lengthen their selling period to a full 12 months instead of relying on the three or four months of sales in new construction."

Phillips '57 LPG sales up 16 per cent over '56

Phillips Petroleum Co. showed a 9 per cent increase in total gross income during 1957 but a 16 per cent increase in LPG sales, according to the Bartlesville, Okla., company's recently published 40th anniversary annual report.

Gross income was \$1,136,892,901 in 1957 compared with \$1,038,814,810 in 1956. Net income came to \$96,209,353, a \$1 million increase over 1956's \$95,202,615. Both sales and earnings set all-time high records for the firm.

Total petroleum products sales during 1957 averaged 382,449 bbl per day. U. S. production of crude oil and natural gas liquids by Phillips was up 6 per cent in 1957 to 219,800 bbl per day.

Phillips is the world's largest producer of natural gas liquids. At year's end, the company operated 26 wholly owned and 5 partially-owned natural gasoline plants and had an interest in 11 others. Average daily net output of natural gas liquids in 1957 was 87,800 bbl, an 18 per cent increase over 1956.

The company's underground LPG storage facilities were expanded by 1½ million bbl—to 5½ million—in the year just ended.

Florence changes its name to Geo. D. Roper

Stockholders of the Florence Stove Co., Kankakee, Ill., voted March 28 to change the firm's name to Geo. D. Roper Corp. Florence merged with the former Rockford, Ill., gas range manufacturer last October 31.

Changing the firm's name was announced jointly by Stanley H. Hobson, board chairman, and John P. Wright, president. The change was made because a major portion of the company's brand-name gas range production will be marketed under the Roper label.

Production of Florence gas ranges will be continued by the Florence range division of Geo. D. Roper Corp.



Bryant enters car at Indianapolis speedway

Bryant Manufacturing Co. has announced an "Indianapolis Speedway Contest" for distributors and dealers in which the winners not only get an expense paid weekend trip to the speed Capitol but have a chance to see a car bearing the Bryant name racing for the \$300,000 prize money.

One of the country's top-flight drivers, Ed "Dutch" Schaefer of Floral Park, Fla., has been signed to pilot the "Bryant Heating & Cooling Special." It will represent hundreds of Bryant dealers and salesmen who are expected to win their way to the Memorial Day classic via air conditioning sales.

Trane introduces complete line of year-round units

The Trane Co., a manufacturer of air conditioning equipment for big building applications, will enter the residential year-round air conditioning market in mid-1958 with a broad line of central home heating and cooling products.

Trane plans to introduce a series of new products which, used in combination, will provide complete residential year-round air condi-

tioning, new gas-fired furnaces for heating only, cooling components for addition to existing warm air heating systems, cooling equipment for use in homes with wet heat systems and other cooling applications requiring independent air delivery.

In total, Trane will market five modern belt-driven up-flow discharge furnaces, ranging in Btu input from 77,000 to 155,000.



W. W. Banks
Owner



J. W. Banks
Executive vp

Founder of Dallas Tank starts Banks Tank Co.

W. W. Banks, founder, president and general manager of Dallas Tank Co. for 20-odd years, announces the purchase of the eastern plant located in Vicksburg, Miss. Mr. Banks started operation of his new formed company on May 1.

Mr. Banks also announces the appointment of J. W. Banks as executive vice president of the Banks Tank Co. Inc. J. W. Banks, former vice president of Dallas Tank, was with the company for 17 years.

The Banks Tank Co. Inc. will be set up for all types of steel plate

Correction

Information was released erroneously stating that Draketown (Canada) Ltd. and James Petroleum Equipment Ltd. have joined to become Draketown James Ltd. This implied that the two companies no longer exist. The story appeared in May BPN, page 72. The two companies will continue as independent companies.

fabrication including special pressure vessels, also truck tanks, transport tanks, storage tanks, domestic tanks, etc. for L. P. gas and anhydrous ammonia.

GE two-way radio adds 11 new sales offices

General Electric's communication products department has established district sales offices in 11 new cities as part of an expansion of its field organization for the sale of mobile radio equipment.

New communities where GE offices are located and managers are: Tampa, Fla., W. S. Watson; Pompano Beach, Fla., F. W. Hall; Fort Wayne, Ind., A. C. Shepard; Memphis, Tenn., L. K. Elrod; Appleton, Wisc., G. W. Hopkins; Bismarck, N. D., V. F. Anderson; San Rafael, Calif., F. I. Deetkin; Spokane, Wash., D. N. Corbin; Charleston, W. Va., H. L. Johnson; Birmingham, Ala., A. W. Plan; and Richmond, Va., F. Christopherson.

Simultaneously with the announcement that it is starting sales offices in the 11 new cities, GE disclosed it is establishing second offices in a dozen of the nation's larger cities where the company has had district sales offices for a number of years.

NEWS NOTES

The appointment of H. E. Culley & Co., Louisville, Ky., as sales representatives for Welbilt Corp.'s air conditioners and ranges in Kentucky and Central Tennessee is announced by M. W. Morris, vice president in charge of sales for Welbilt.

National Cylinder Gas Co. announced recently that directors had voted that the company name be changed, because it has been "outgrown," and are asking stockholders to approve the name "Chemetron Corp." Chemetron is appropriately made up of parts of the names of three of the many major industries served by the company chemicals, metals, and electronics.

Pond-Johnston of Louisiana Inc. is now located at 3074 Highway 80 East, in Jackson, Miss. The move to Jackson is expected to permit overnight deliveries to most of the company's dealers in both Louisiana and Mississippi.

Newly appointed manufacturer's representatives for the entire line of Quaker home heaters are H. L. Nawry, Houston, who will cover the entire state of Texas; A. J. Johnson Jr., Johnson Enterprises, Rockford, Ill.; This company will cover northwestern Illinois. M. A. Foster, Kansas City, Mo., will cover western Missouri and the entire state of Kansas.

Brown Stove Works Inc., Cleveland, Tenn., announces the appointment of Edward R. Mayberry, 4337 N. Clarendon Ave., Chicago 13, Ill., as its representative in the Chicago area, including northern Illinois and southern Wisconsin. Also announced is the appointment of William K. Rowland, 1107 Fairfield Dr., Shelbyville, Ind., representative for Indiana and western Kentucky; Loren A. Larscheid of Loren A. Larscheid & Associates, Box 720, Sioux Falls, S. D., representative for Minnesota, North Dakota, South Dakota, and northern Wisconsin; Donald Phillips, Phillips Sales Co., 40-27 29th St., Long Island City 1, N. Y., representative for New Jersey.

The executive offices of the Siegler Corp. were moved recently to a new and permanent location at 610 So. Harvard Blvd., Los Angeles. The offices temporarily had been located at Siegler's Hallamore Electronics division plant in Anaheim, Calif.

Mr. and Mrs. George Williams, Ace Gas Co., Anoka, Minn., have recently returned from a two-week vacation in Fort Lauderdale, Fla., as guests of Pyrofax Gas Corp. Mr. Williams' firm was the national winner among 650 Pyrofax gas distributors in the corporation's 1957 sales contest. As winner, they were entitled to a two-week vacation, all expenses paid, vacation for two to any place of their choice in the Continental United States or Canada.

Safti-Vent, the thru-the-wall gas wall heater manufactured by H. C. Little Burner Co Inc., San Rafael, Calif., is now accepted by FHA for Title 1 home improvement loans. By virtue of approval by the AGA, Safti-Vent also qualifies for FHA new construction financing.

Caloric Appliance Corp.'s Philadelphia regional sales office has moved into new headquarters at the Benson Office Bldg., Township Line and Old York Rd., Jenkintown (sub-

urban Philadelphia), Pa. The sales and advertising offices are presently located in central Philadelphia in the PSFS Bldg., 12 S. 12th St. Caloric's plant and main offices are at Topton, Pa.

John T. Benedict has been named a direct factory representative for Ruud Manufacturing Co., Kalamazoo, Mich., in Chicago and 10 northern Illinois counties. Mr. Benedict was formerly associated in an executive capacity with Thor Corp. and the Crane Co.

The signing of A. T. Distributors, Memphis, Tenn., as distributors of Carrier Corp. air conditioning and heating equipment has been announced by Russell H. Gray, Carrier vice president and general manager of the Unitary Equipment division. The firm will handle all Carrier product lines.

Tuloma Gas Products Co. has concluded a four-day sales conference held in Tulsa, Okla., for members of the company's sales department. Twenty-five members of the Tuloma staff, including sales representatives from the company's eight district offices, attended the conference. The sessions were conducted by W. R. Thorne, manager of sales, and W. R. Lavery and W. E. Scott, sales supervisors.

An all gas model home called the "Sunray Executive" has been selected as a feature exhibit of the Los Angeles Home Show, June 12-22, Pan Pacific Auditorium.

American Meter's Erie, Pa., plant was host to nine Canadians and one American during the company's latest five-day customer school. During their stay, the students received intensive instruction in integrating devices, telemetering and telecounter instruments, and critical and low pressure flow proving.

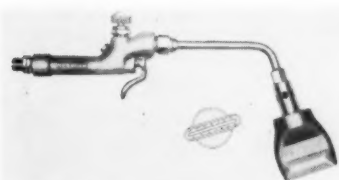
The Ohio Injector Co. has initiated a management training course with 25 selected members of the manufacturing department enrolled in classes in industrial engineering, methods design and manufacturing practice. The first course in a program that will ultimately reach all departments of the company is scheduled for 14 weeks of classroom and shop study under the direction of Dwight Spayth, director of industrial relations.

WHAT'S

NEW

IN PRODUCTS AND TRADE LITERATURE

*For further information on items reviewed in this section use
the convenient post-paid Readers' Service Cards on pages 75, 76*



Paint burner

Weldit has developed a paint burner that gives a wide, flat, ribbon-like flame. With the Weldit air control, the flame can be adjusted from hard to soft and from short to long. The burner is made to fit three standard Weldit torches, the C-48P with automatic trigger control, the C-48WP and the B-56P.

Circle 1 on Readers' Service Card

On-the-floor heat

On-the-floor heat is offered on Magic Chef's gas heaters for 1958. A concealed fan assembly draws warm air off the combustion chamber and forces it through louver openings at the base of the heater, carpeting the floor with warm circulating air.

Circle 2 on Readers' Service Card

Perfectrol cook-top burners

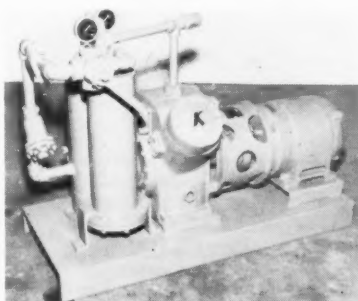
The Perfectrol cook-top burners are featured on three of Phillips & Buttorff's gas ranges. The burners thermostatically control the temperature of the surface unit just as the oven controls regulate oven temperatures.

Circle 3 on Readers' Service Card

Radio base station

A radio base station announced by Motorola incorporates a 250 watt transmitter and a highly sensitive receiver to extend range of two-way mobile radio systems operating in the 450-460 megacycle band. The high power transmitter, used with a high gain antenna, provides radiated power of more than two kilowatts. This will normally double the range and so quadruple the area covered by the low power transmitters presently available for use in this band.

Circle 4 on Readers' Service Card



LPG-NH₃ transfer pumping unit

An LPG-NH₃ liquid transfer pumping unit is announced by Continental Products & Sales. It features a light weight, all aluminum, heavy-duty Kohlenberger compressor. The compressor has full replaceable parts including cylinder liners, valves, pistons and all connecting rods and main bearings, as well as full pressure lubrication.

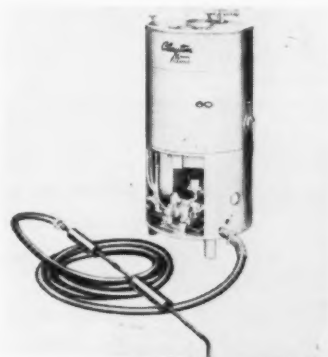
The unit is complete with 4-way valve, gauges, safety valves and liquid trap for compressor protection.

Circle 5 on Readers' Service Card

Spark timing selector

Engine Accessories announces production of a new model of its Auto-timer spark timing selector. It will have an indicator button and scale on the control head to show exact degree of spark advance or retard. It enables the driver to adjust his spark timing instantly to meet varying conditions.

Circle 6 on Readers' Service Card

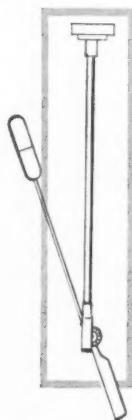


Clayton 60 gal. steam cleaner

Engineered for light duty, general utility cleaning on the farm, in service stations, at restaurants, or in repair shops, the Clayton 60 Handyman steam cleaner comes



Quality at first sight!



In appearance, in workmanship, in daily use . . . VISIBLE Float Gauge, the "eye of the tank" reflects precision and quality at a glance!

Efficient, uninterrupted service is the record of the versatile VISIBLE family . . . known far and wide as the

Standard of the Industry

MEEDER EQUIPMENT CO.
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1277 HARDEE ST. N. E.,
ATLANTA



INCORPORATED
1213 S. AKARD, DALLAS 2545 SUMMER, MEMPHIS



L. P. G. SALAMANDERS

HIGH PRESSURE

10 Lbs-85,000 Btu

LOW PRESSURE

with controls
35 & 86,000 Btus

PRESEASON SALE

Unusually Low Prices
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Special RETURN Privilege (Write today
for details)

Safe, sure & quiet heat. Burns with clear blue flame. Low pressure type (6 to 8 oz pressure) can have automatic shut-off control. Approved in large cities. Designed to be delivered knocked down for small space storage.

Aeroil PRODUCTS CO., Inc.
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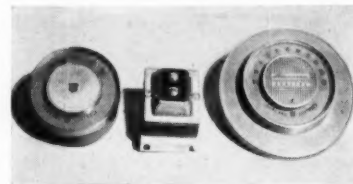
complete and is guaranteed for 10 years. Fired by L. P. gas, the cleaner is correctly balanced to deliver a wet, hard-hitting solution at medium pressures for maximum cleaning ability, according to the manufacturer. Thermostat control, easy servicing, high velocity burner, high efficiency heating coil, and full safety controls are claimed.

Circle 7 on Readers' Service Card

Three range top burners

Three types of top burners are offered on 1958 Geo. D. Roper ranges. "Tem-Trol" automatic, "Circle-Simmer" and "Alumo-Jet" burners are said to meet every cooking need and fit all budgets. Tem-Trol burner adjusts itself to maintain any pre-set temperature within 2 degrees. Wide heat selection, with no "gaps" between heats, is a major advantage of Circle-Simmer speed top burner. The Alumo-Jet features a cold forged aluminum cap, precision drilled ports, and a porcelain-enameled steel venturi tube.

Circle 8 on Readers' Service Card



Heat regulating system

Thermoramic outdoor "sentinel" system for regulating home warmth and comfort in advance of outside temperature changes has been developed by General Controls. It is a simple, thermal-electric, three-unit package that contains no moving or wearing parts and can be installed with any new automatic heating system. The system's component parts are an outdoor thermostat that detects weather changes, an indoor thermostat that receives and relays furnace adjustment commands and a 24-volt, 60 cycle transformer that supplies the operating electric current.

Circle 9 on Readers' Service Card

Service body improved

Improvements in its Model 900C service truck body are announced by Morrison Steel Products. Paddle Locks on all doors are serviceable in the field using pliers; and combine one-hand operation with a safety-type catch which prevents a

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partly-closed door from opening accidentally. A bolted, sectional construction has been adopted. Major components such as side boxes, bulkheads and floor, are bolted for easy "knock-down." The six compartments are all sized to take standardized packaging units.

Circle 10 on Readers' Service Card



Range with kitchen heater

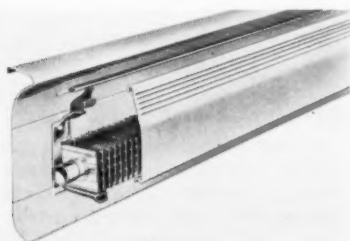
A gas range with a kitchen heater and glass oven door is available from Prizer-Painter. It has a 17 in. oven, full porcelain enamel inside and out. Kitchen heater has 30,000 Btu burner, which heats kitchen automatically.

Circle 11 on Readers' Service Card

Emergency road marker

An emergency road marker, made of cardboard, is two-sided and diagonally banded with broad alternate strips of light reflective beaded paint and daylight glow paint, both weatherproof colors. Priced to be expendable, low enough to be used as low cost advertising novelties or commercial give aways. Signal-Lite Road Marker Co. is the manufacturer.

Circle 12 on Readers' Service Card



Baseboard heating element

A finned convactor radiation heating element, available in standard tube sizes of 1/2 to 3/4 in.

nominal sizes, is available from Spi-Rol-Fin. It is manufactured by expanding the copper tube to press-fit an aluminum accordion pleated strip. It can be supplied with cover lengths precut from 2 to 20 ft in 1 ft increments for wall to wall installation.

Circle 13 on Readers' Service Card

Main gas shutoff valve

A greater gas capacity with a lower pressure drop is a feature of McDonald aluminum alloy main

gas shutoff valves. Designed to meet the requirements of the user, other features include inverted key design, high strength, wide adaptability, ease of servicing, and low cost. A pilot take-off can be tapped on either or both sides.

Circle 14 on Readers' Service Card

Gate-type high vacuum valves

A series of gate-type high vacuum valves introduced by Stokes are available with pneumatic actuation, crank-type hand-

THE NEWEST ADVANCEMENT IN LP GAS APPLIANCES

TURNER. QUICK SET

STOVE and LANTERN

FOR USE WITH BOTTLED LP GAS

Light Heat Cook

Here's your big opportunity to cash in on the outdoor, trailer, farm and emergency light and heat market. For the first time you can sell portable lighting, heating and cooking units that can be used with any size storage tanks. For years the market has been crying for such a product and now Turner makes it available for you. Sell Quick Set and you open up gas sales to hundreds of new potential customers.

- ★ For use with all sizes of storage tanks
- ★ For Boats
- ★ For Trailers
- ★ For Farms
- ★ For Emergencies and Disasters
- ★ For Contractors and Construction Work
- ★ Special mounting bracket, fastens anywhere

Colorful display carton doubles as convenient carrying case. Complete merchandising material including ad mats, photos, radio and TV scripts.

Write for literature and prices

THE TURNER BRASS WORKS

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"keep what
you earn"

You're ahead with QUAD GAS HEATERS

- ☐ Easy To
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Customers
with MORE heat
year-after-year

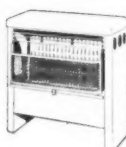


- ☐ Finest L-P
Performance



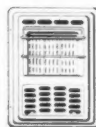
To MAKE You MONEY:

- ☐ New Features
That Sell



- ☐ New, LOW
Prices

- ☐ Non-competitive;
No discounting



- ☐ New "Hot"
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Write today for
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AA-7001

QUAD is the HOT one!

QUAD, inc.

78 East 1st Ave.
COLUMBUS 1, OHIO

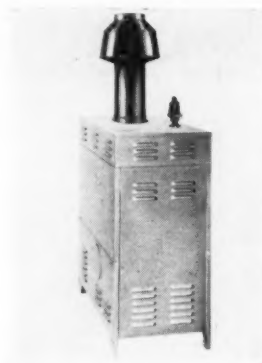
wheel, or quick-acting toggle lever. They may be installed in any position, and sealed vacuum tight against atmospheric pressure in either direction. They are available in stock in 2, 3, 4, and 6 in. sizes. Larger sizes will be built to order.

Circle 15 on Readers' Service Card

Portable detectors testing kit

A kit for field testing any portable combustible gas indicator to insure readings obtained are accurate is announced by Johnson-Williams. It utilizes a known percentage mixture of methane and air for checking readings. Complete instructions are supplied with the kit.

Circle 16 on Readers' Service Card



Swimming pool heating unit

An indirect heating unit for swimming pools which eliminates boiler scaling and condensation problems is announced by Malsbary Manufacturing Co. It features a separate heat exchanger, has a 240,000 Btu input and efficiently heats 10-30 gal. of pool water per minute. Because of its separate heat exchanger, cool pool water never comes in contact with the burner flame. This prevents scaling and keeps fuel costs down.

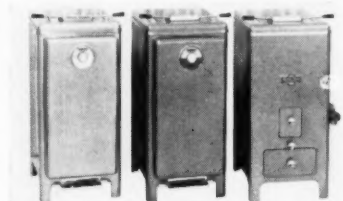
Circle 17 on Readers' Service Card

Tire pressure indicator

A built-in tire pressure indicator designed to eliminate the time consuming problem of checking tires with a conventional tire pressure gauge is marketed by the Frebank Co. Drops in air pressure are indicated automatically by the indicator when the red tip of a pressure control rod slides back into the valve where it cannot be seen. As

long as the air is at a safe level, the red rod remains visible and the driver need only glance at the indicator to tell whether the tire has lost more air than is safe for proper operation. The units are factory set for a pre-determined air pressure. The setting cannot be changed once released by the factory.

Circle 18 on Readers' Service Card



Indoor incinerators

A deluxe and a custom single-chamber indoor incinerator engineered to burn all household combustibles with little smoke and odor is introduced by Waste King Corp. A multiple-chamber unit, specifically designed for use in areas where air pollution is a problem, is also announced. Each of the units can dehydrate and burn 1½ bu of refuse, garbage and other combustible waste in from one to four hours, depending upon moisture content.

Circle 19 on Readers' Service Card

Tappan's 40-in. range

The Tappan Co. has introduced a 40-in. range. It features a high glass splasher panel with a gold design. The backguard is raised to protect walls from grease splatterings. A full-width fluorescent tube extends its full length. An automatic clock, a dial for the roast meter, and fingertip information on proper cooking times and temperatures, are three basic controls which are included in the control center. The range also features a lift-up main top, and an adjust-to-height broiler.

Circle 20 on Readers' Service Card

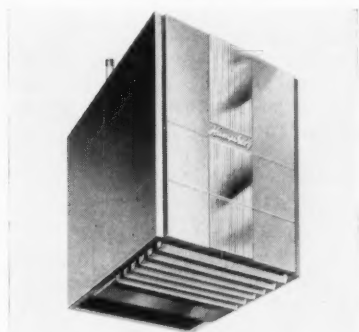
Stock tank heater

Condensation has been eliminated in the "Farm Boy" stock tank heater according to Tesco, manufacturer. The unit, with a circular shaped heat exchanger, uses the condensate to create steam heat. The condensate flows into the auxiliary steam boiler by gravity and boils instantly. It has a combustion

For further information use Readers' Service Cards on pages 75, 76

efficiency of over 80 per cent, weighs 68 lb, is 23 in. in diameter and is 40 in. high.

Circle 21 on Readers' Service Card



"Multi-directional" heater

The Humphrey "multi-directional" gas unit heater developed by General Gas Light is a ceiling-mounted unit, which, the manufacturer says, will send warm air in any direction except up. It is available in 11 single-fan and double-fan models ranging in capacity from 60,000 to 270,000 Btu input. The heaters utilize a top-mounted fan which blows directly downward through the heat exchanger. Interchangeable and optional louvers are provided which may be installed and adjusted on-the-job to direct warm air in any direction.

Circle 22 on Readers' Service Card

Daisy doffs 10 lb

American Pulley Co.'s Daisy two-wheel hand truck is now also offered in a lightweight magnesium model. It weighs 19 lb and has a rated load capacity of 250 lb. It is equipped with 6 in. diameter American Steelite wheels, curved wood handles and a 5 1/4 in. forged nose or an optional 8 in. nose. Skid bars for stair and curb climbing, legs, and an auxiliary 22 in. folding nose are other features offered.

Circle 23 on Readers' Service Card

Quick-disconnect coupling

The Rego 7141F safety check connector, which was designed to eliminate burns or frostbite when replacing or refilling lift truck ICC cylinders, has been included in the Industrial Trucking Association's Recommended Practices Manual as a guide for safe connection. The 7141F is the mate to the 7141M, which attaches to the cylinder valve.

Circle 24 on Readers' Service Card

DON'T UNDERESTIMATE THE SALES POWER OF THIS SEAL!



South Land Hotel Court, Paducah, Kentucky

"In the past, many tourists failed to stay at our Motel because they questioned the safety of gas wall heaters and vents," says Mr. Jesse Clymer, owner of the modern 36-room South Land Hotel Court, Paducah, Kentucky.

Mr. Clymer took the problem to his Metalbestos representative... who first made certain that each wall heater was correctly vented according to the Metalbestos "Safety System" Gas Vent Tables. He then gave visible reassurance to prospective occupants by prominently displaying the Metalbestos "Safety Seal" in each of the South Land's 36 rooms. *"Since that time, we haven't lost a single customer who was doubtful about gas heaters and vents."* reports Mr. Clymer.

Give your customers this same assurance by displaying the Metalbestos "Safety Seal" ... sign of safe, trouble-free gas venting.

Find out how the Metalbestos Gas Vent Tables can simplify vent installations ... maintain your quality reputation. Write Dept. M-6.

Stocked by principal distributors in major cities. Factory warehouses

In Akron, Atlanta
Chicago, Dallas
Des Moines
New Orleans
Los Angeles
Woodbridge, N.J.



METALBESTOS DIVISION
WILLIAM WALLACE COMPANY - BELMONT, CALIF.

You can cut costs!



Cut-away view showing rugged construction of Viking LP-Gas Pump.

**USE
Viking
LP-GAS FUELING
& BOTTLE FILLING
Pumps**

10 - 20 - 30 - G.P.M.
units direct connected to explosion-proof
1750 RPM motors.

If YOUR job is to cut costs, the efficient operation and long-wearing qualities of this Viking LP-Gas Pump can help you.

- ... You can step-up delivery with Viking's "gear-within-a-gear" positive pumping action.
- ... This Viking Pump requires no lubrication.
- ... You eliminate leakage with mechanical seal and O-ring gaskets.
- ... You do away with vapor purging devices and other gadgets.
- ... You have extra safety—a pump carrying the Underwriters marker.

For additional information, write today for Catalog HB.

For your safety all pumps carry this Underwriters marker



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps
See Our File in Butane-Propane Catalog

**Keep Up with L. P. gas
Developments Each Month**

**BUTANE-PROPANE
News**

by subscribing to

198 SOUTH ALVARADO STREET, LOS ANGELES 57, CALIFORNIA

See Page 2 for Foreign Rates

☐ Check herewith ☐ Bill me ☐ 1 year \$2.00 ☐ 2 years \$3.00

Name Title

Firm

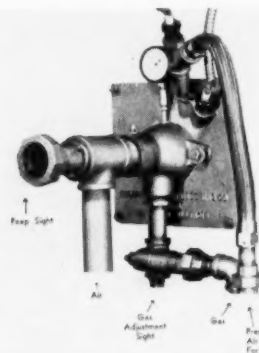
Street

City Zone State

Forced-air console heaters

Ohio Foundry announces production of a forced-air console heater in vented sizes 35,000, 50,000 and 70,000 Btu. The heart of the new series is an all-welded, multi-tube heat exchanger—through which a thermostatically controlled propeller-type fan quietly moves a large volume of air, with vast "wiping action" over the radiation tubes. Heat transfer is exceptionally high with very low fuel consumption.

Circle 25 on Readers' Service Card



"Tempered-air" burners

Three sizes of "tempered-air" gas burners for optional use of excess air to provide wide range temperature and atmosphere control in furnaces and ovens have been developed by Eclipse Fuel. Burner inputs range up to 1½ million Btu/hr.

Circle 26 on Readers' Service Card

Angle valve

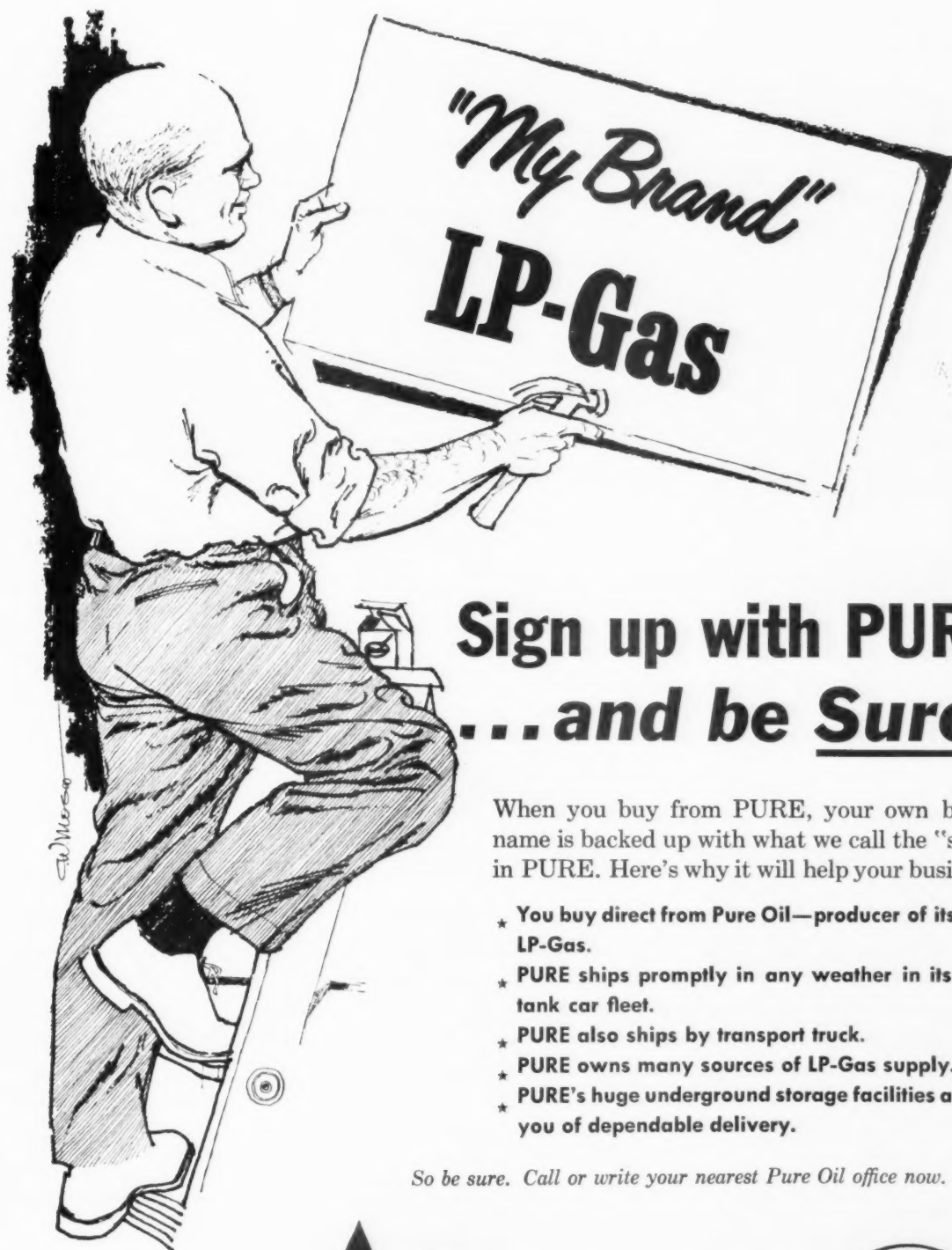
Roney's new 1¼ in. angle valve of the 830 series, combines an angle valve with an integral excess flow valve. This single space saving angle valve takes the place of three fittings. The valve provides a boss on the downstream side which can be tapped for a vent or relief.

Circle 27 on Readers' Service Card

Aluminum pipe wrenches

Schick aluminum pipe wrenches are forged from high strength aluminum alloys, approximately 60 per cent lighter than steel wrenches, yet capable of working loads from ½ to ¾ tons. They are available in six sizes from 10 to 48 in. When working in or around inflammable fumes the Schick wrench with spark proof jaws eliminates the danger of explosion from sparking.

Circle 28 on Readers' Service Card



Sign up with PURE ...and be Sure!

When you buy from PURE, your own brand name is backed up with what we call the "sure" in PURE. Here's why it will help your business:

- ★ You buy direct from Pure Oil—producer of its own LP-Gas.
- ★ PURE ships promptly in any weather in its own tank car fleet.
- ★ PURE also ships by transport truck.
- ★ PURE owns many sources of LP-Gas supply.
- ★ PURE's huge underground storage facilities assure you of dependable delivery.

So be sure. Call or write your nearest Pure Oil office now.



Puregas



The Pure Oil Company, 35 East Wacker Drive, Chicago 1, Ill.
 Worland, Wyoming, Box 38 • Minneapolis, Minnesota, 825
 Thornton Street, SE • Fort Worth, Texas, Fair Bldg., Box 2107

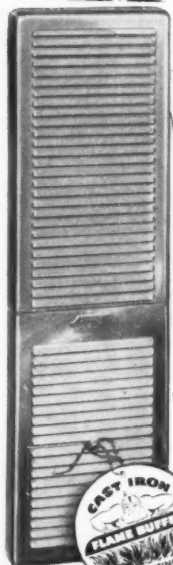
Be sure with PURE

WALL-TO-WALL Heating!

BUDGET PRICED



individual
temperature
control
in every room



BLOWER ATTACHMENT
Optional forced-air delivery unit travels heat farther, faster. Mounts atop heater panel easily. 115-v. blower is thermostatic plus summer switch.

DUAL-ROOM MODEL TOO
Back-to-back for adjacent rooms. Only 1 vent, 1 gas line, 1 control val. 2 heaters in 1 installation.

ALL-PURPOSE MODELS
To heat small adjacent room adjacent thru wall grille. Cold air return is optional.



FOR NEW OR OLD CONSTRUCTION . . . HOME, OFFICE, MOTEL, HOUSING PROJECT, CHURCH, SCHOOL, CLUB. IDEAL FOR ADD-ON AND REMODEL JOBS.
ROOM & APT. SIZES
17,500 THRU 50,000 BTU

LOW-LEVEL, broad-band Heat Delivery to accent Living Zone comfort. GASTIGHT Exchanger is 100% welded. Hi-Fi Burner (non-clog) and Flame Buffer (crowns entire combustion chamber) CASTIRON for life-time service. SAFETY insulated Wall Box fits between studs; adjusts to wall thickness. Panel HUGS WALL snugly; removable. Controls at FINGERTIPS via handy Service Door. Lintproof PILOT and DRAFT DIVERter built-in. Choice of AUTO-CONTROLS. Baked BEIGE enamel panel; interior finish heat and corrosion resistant.

A.G.A. APPROVED.

Brilliant **recessed WALL HEATER**
FULLY VENTED & ENCLOSED
FOR NATURAL • MANUFACTURED • MIXED • LP-GAS

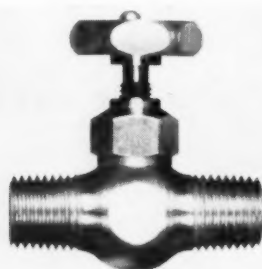
WRITE FOR DETAILS
THE OHIO FOUNDRY & MANUFACTURING CO.
"Quality Heating Equipment Since 1846"
STUEBENVILLE, OHIO U.S.A.



Remote control range

A gas range featuring push-button control; clock control on one top burner; electronic remote control of all four top burners; and an electronic Safe-Tee-Kee, is introduced by Sunray Stove Co. Also featured is the Catchall-ator roll of aluminum foil in bottom of oven, with a knife that slides along front to cut soiled length off foil. The Safe-Tee-Kee allows the homemaker to shut off all gas and electricity on the range so that children cannot play with it.

Circle 29 on Readers' Service Card



Stainless steel needle valves

Positive sealing is assured with the teflon-tipped stem in Metal Goods Manufacturing Co.'s stainless steel needle valves. The valves are built for pressures up to 1500 lb and are available with either a blunt or a sharp stem.

Circle 30 on Readers' Service Card

Electronic air cleaner

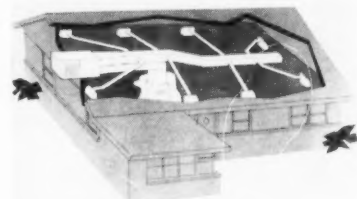
A line of electronic air cleaners introduced by Minneapolis-Honeywell features increased efficiency at a 30 per cent reduction in price and a one-third decrease in size of the units. Heart of the cleaner is a cell that employs a new voltage gradient in the plate section, making it possible to increase efficiency and at the same time reduce the size of the units. The cell will handle 60 per cent more air at an increased maximum efficiency of 97 per cent.

Circle 31 on Readers' Service Card

Packaged kitchen

A complete line of matched and packaged built-in kitchen appliances has been introduced by Chambers Built-ins Inc. Built-in units featured in the kitchen are: ovens, surface cooking units, automatic dish washers, refrigerator-freezers, disposers, and ventilating hoods.

Circle 32 on Readers' Service Card



Packaged air conditioning

A "packaged" heating and cooling system for two- and three-bedroom houses is made up of three major components—furnace, cooling unit and air distribution system. Cooling unit and all air ducts are installed in attic. Separate pipes carry conditioned air to each room delivering it through ceiling outlets. A single control operates the system automatically, summer and winter. Manufactured by the Coleman Co.

Circle 33 on Readers' Service Card

Industrial first aid kit

A unit system of industrial first aid, with inspection window, has been developed by Davis Emergency. Each unit is wrapped in airtight cellophane with easy-to-open pull tab, and a continuous red line that signals an open package. Antiseptics and burn ointments are contained in 'one shot' transparent plastic tubes known as Swabettes and Unettes.

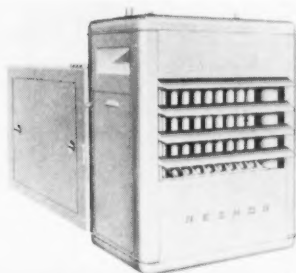
Circle 34 on Readers' Service Card

One-man trencher

The Arps Corp. announces the development of a one-man operated trencher which is said to be ideal for light trenching jobs. One man can transport the Trench-Devil to the job site, easily unload it from a truck, complete the work at hand, and load the unit unaided. It digs a trench 2 3/4 in. wide, up to 20 in. deep. At the 20 in. depth digging speed averages 6 ft per minute; a 12 in. depth increases digging speed to 15 ft a minute.

Circle 35 on Readers' Service Card

For further information use Readers' Service Cards on pages 75, 76



Enclosed blower unit heater

Quiet operation and improved appearance are offered in the new line of enclosed blower-type gas unit heaters now being produced by Reznor. All of the controls and connections are arranged in a convenient group and are easily accessible through a snap-out panel on the side of the heater. It is shipped completely assembled.

Circle 36 on Readers' Service Card

Excess flow check valve

A locked type excess flow check valve was designed by Fisher for installation in ASME domestic or commercial storage containers. It is provided with a locking mechanism so the poppet of the valve can be retained in a closed position regardless of the pressure applied to the valve inlet.

Circle 37 on Readers' Service Card

Hose rack and housing

A hose rack and housing available from L. P. Gas & Safety Engineering Co. affords LPG hoses maximum protection. Safe from sunheat and being run over, the hose lasts longer with far less chipping and cracking. This gives economy of operation and plant safety.

Circle 38 on Readers' Service Card

Cylinder valve cap

Valves on cylinder installations can now be covered by a new, attractive aluminum, steel or plastic valve cap, available from Albert Bottled Gas Corp. The cap allows full view of transfer gauge on automatic control.

Circle 39 on Readers' Service Card

Tank mounting brackets

An LPG tank mounting bracket for materials handling equipment is being offered by Brake Manu-

facturers. It features an improved locking device to hold the tank in proper position, heavier steel construction and other improvements. Cylinders may be changed in one minute. Brackets fit all ICC tanks, 20, 33 $\frac{1}{3}$ and 42 $\frac{1}{4}$ lb.

Circle 40 on Readers' Service Card

TRADE LITERATURE

Gas cookbook

Milliken Publishing Co. announces a 160-page gas cookbook. It contains recipes and menus that have been carefully tested by graduate home economists. The book also contains much information about modern gas appliances and their many advantages. Various helpful household facts and hints are included. Dealers may have their company name imprinted on the Foreward page for distribution to their customers. There is a nominal charge.

Circle 41 on Readers' Service Card

Commercial water heater data

Ruud is distributing a catalog that describes the firm's complete line of commercial gas water heaters. Presented in AGA Use Approval Classifications are 17 models. There is data on application, construction specifications, controls, hot water deliveries, and space requirements. The catalog also contains information on the Ruud Equal-Flow manifold assembly for multiple-unit installation of Sanimaster gas water heaters.

Circle 42 on Readers' Service Card

Forklift bulletin

Ensign Carburetor Co. announces a brochure outlining the advantages of L. P. gas as a lift truck fuel, together with an explanation of equipment used, how it works, and what it does. Diagrams showing the most desirable arrangement of components for best performance, power and fuel economy are also included. Case histories are outlined telling what successful users of L. P. gas in the lift truck field are achieving.

Circle 43 on Readers' Service Card

Chiksan's general catalog

A revised general catalog has been issued by the Chiksan Co. Chiksan manufactures a line of



Safe, Hi-Fi
WALL HEATING
for MODERN LIVING

GREAT NEW EXPERIENCE IN HEATING EFFICIENCY

A brand new concept in Wall Heater engineering: for City or LP-Gases. Styled "thin" for space-saving, installs on any outside wall with "do-it-yourself" simplicity. Is thrifewise on fuel.

Scaled Combustion Chamber is 100% gastight, flue products cannot enter Room air-stream. Fresh combustion air is drawn in and burned gases expelled via 2-way Magic Duct thru wall to outdoors. Duct adjusts to wall thickness, is screen-encased to prevent pest invasion and provides complete all-weather draft protection.

Fully Automatic (safety pilot and temperature control), either integral or wall thermostat, self-energized. Optional Blower (115-volt AC), for floor-line delivery, is thermostatic. All controls at fingertips via handy Front Service Door.

Cabinets beautifully finished in 2-tone baked Copertone, fashion's newest color choice. Offered in 25,000 and 35,000 Btu sizes.

"QUALITY HEATING EQUIPMENT SINCE 1944"

Brilliant Fire PRODUCT

The Ohio Fdy. & Mfg. Co.
Steuersville, Ohio
Sales Mgr. _____
Send, at once, Data, Prices, etc. on:
☐ New VENT-o-MAGIC Wall Heaters
☐ 38 Complete BRILLIANT FIRE Line

Firm _____
Address _____
Individual _____

THE OHIO FOUNDRY & MFG. CO.
STEUERSVILLE, OHIO

For further information on these products use Readers' Service Cards on pages 75, 76

swivel joints and all-steel swivel-jointed loading arms for loading and unloading of L. P. gas. The catalog includes cutaway illustrations, dimensional data and many typical installation photographs of the company's units.

Circle 44 on Readers' Service Card

Metering circular

A pocket-size fold-out circular on the advantages of metered gas has been introduced by Rockwell as an important feature of its 1958 L. P.

gas promotion kit. It is designed for distribution by LPG dealers to their customers and lists the benefits a consumer can expect from metering. The entire kit, which has been put together in the form of a permanent file with a transparent acetate cover, is also available.

Circle 45 on Readers' Service Card

Madden's general catalog

Madden Brass announces a catalog showing its refrigeration and air conditioning products. It also

includes items which have been added to the company's line, such as charging and testing units, color code charging lines, small service valves and many new sizes and fittings. The complete line of Wimco tube working tools is also featured.

Circle 46 on Readers' Service Card

L. P. gas dispenser data

Texoil announces a folder on its L. P. gas dispensers. The folder stresses the fact that customers, in buying a computing pump, are getting paid for every drop of the product that goes through the dispenser. It also points out safe installation, and the new connections for Weights and Measures use that are available.

Circle 47 on Readers' Service Card

Steel valve literature

Kerotest Manufacturing Co. is offering a brochure explaining the principle of operation of its latest steel valve—the Keroseal. Various applications and featured advantages of installation are covered. Materials and specifications, plus a number of illustrations and schematic drawings are also offered.

Circle 48 on Readers' Service Card

Regulator information

Oxweld industrial gas regulators are described and illustrated in a catalog available from Linde. It includes complete specifications and ordering information for 47 Oxweld regulators that are available for use with industrial gases. Inlet and outlet connections are listed.

Circle 49 on Readers' Service Card

Steam cleaner bulletin

A two-page bulletin describing a fireless steam cleaner, is being offered by Kelite Corp. It describes how the fireless uses live steam from an existing steam supply. An illustrated description of how the Kelite fireless works, is included.

Circle 50 on Readers' Service Card

Furnace literature

Form No. LL-179 illustrates and describes the Airtemp 1958 lines of hi-lo boy, counterflow and horizontal gas fired furnaces. Contains complete specifications—including input and output ratings—on a total of 15 furnace models.

Circle 51 on Readers' Service Card



Positive, Leakproof Connections

WITH **HANSEN** 3-GRL1621

**QUICK-CONNECTIVE COUPLINGS
FOR L. P. GAS**

APPROVED BY
UNDERWRITERS'
LABORATORIES

Specifically designed for L. P. gas line connections, Hansen GRL Couplings completely eliminate the hazard and annoyance of leakage or spillage of gas.

To connect (no tools required), you merely push the Plug into the Socket—all the way. To disconnect, just turn sleeve—Coupling instantly and automatically shuts off both ends of line.

Sockets available with 1/4" female pipe threads. Plugs available with 3/8" female pipe threads.

PARTIALLY ENGAGED
Cutaway view of partially engaged Coupling. Note double protection against spillage—with Coupling already sealed by O'Ring—and with flow of gas still completely shut off on both sides of line by valves in the Socket and Plug.

FULLY ENGAGED
Cutaway view of fully engaged Coupling. Coupling Ring-Lock provides positive lock in groove of Plug—O'Ring completely seals Coupling—valves are actuated to open position to permit free flow of gas through connection.

Write for descriptive literature

SINCE 1915

THE HANSEN  **MANUFACTURING COMPANY**

QUICK-CONNECTIVE FLUID LINE COUPLINGS

4031 WEST 150th STREET • CLEVELAND 35, OHIO

Take The Sinclair Road To Sales Success

...guided by Sinclair's "Famous Five"

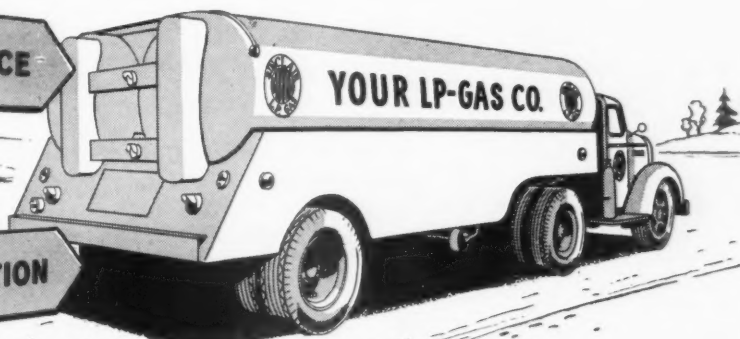
SINCLAIR INTEGRITY

SINCLAIR QUALITY

SINCLAIR SERVICE

SINCLAIR REPUTATION

SINCLAIR PERFORMANCE



When you turn onto the Sinclair road,
you're driving straight to a new high
in sales. Start out by calling on Sinclair today
for the complete story. Find out about
this top quality LP-Gas with high heating
value—moisture and impurities removed.
Then, make the switch to Sinclair.



Sinclair Oil and Gas Company
Liquefied Petroleum Gas Sales Department
Sinclair Oil Building, Tulsa, Oklahoma

SINCLAIR
A Great Name in Oil

ONLY

14"
WIDE



NEW 20,000 BTU MODEL

SUBURBAN NOVENT and DYNAVENT

*the vented gas heaters that
need no flue or chimney*

ONLY 14" WIDE

Easily installed between the studs in a wall, without framing

QUIET OPERATION

Ideal for motels, cabins, offices, bedrooms and those "extra" rooms

AUTOMATIC

Thermostatic control turns heater on and off as needed

ECONOMICAL

Exclusive floor to ceiling circulation saves up to 30% in fuel costs

SAFE

All products of combustion are power vented outdoors . . . consumes no room air

Also available in 35,000 and 45,000 BTU models

Choice of built-in or wall thermostat

**SUBURBAN
APPLIANCE CO.**
Whippany, N. J. TUCKER 7-0500



THE TRADE

Harry L. Leyda is named president of Dallas Tank

Harry L. Leyda has been elected president, general manager and a director of Dallas Tank Co., Samuel B. Ballen, chairman of the board, has announced.

Mr. Leyda formerly served as steel plate sales manager for Lone Star Steel Co. He was vice president and sales manager for Dallas Tank from 1945 to 1947.

Directors also named Allen Peairs, Henri Jennings and Charles Lewis as vice presidents, and Jess Hay as secretary.

Mr. Ballen announced that Dallas Tank has concluded the sale of its Vicksburg, Miss., facility and that all of the company's custom fabrication is now being conducted at the Dallas plant.

Van Gorkom, D. C. Graves are vice presidents of Union Tank

Union Tank Car Co. has elected J. W. Van Gorkom and D. C. Graves as vice presidents, it is announced by E. A. Locke Jr., president.

Mr. Van Gorkom will continue as treasurer of the company, a position he has held for the past two years. Mr. Graves previously was assistant vice president in charge of the mechanical department. He has been with Union Tank 12 years.

B. C. Graves, for the past three years chairman of the board, has been appointed honorary chairman following his request that he be relieved of his duties as active board chairman. Mr. Graves was president of Union Tank from 1946 to 1955 and a director of the company since 1922. He will continue as a director.

Green is named president of Signal Oil & Gas Co.

Top level organization changes at Signal Oil & Gas Co. were made known recently when Samuel B. Mosher announced that Russell H. Green had been elected president of the company. It was also announced that Mr. Mosher had been elected to the newly-created position of the chairman of the board of directors and chief executive officer.

William E. Walkup, who has been

director in charge of finance since 1955, has been elected vice president, Albion E. Stebbings, formerly assistant secretary, was named secretary.

Mr. Mosher has been Signal's president since he founded the company back in 1922. Mr. Green joined the company three years later and became vice president in charge of operations.

Mr. Walkup started with Signal in 1939. He has held various staff and engineering positions with the company. Mr. Stebbings joined the company as an attorney in 1944. He received his law degree in 1937.

J. P. Beaird elected a director of American Machine

J. Pat Beaird, president of the J. B. Beaird Co. Inc., Shreveport, La., has been elected a director of American Machine & Foundry Co. of which his firm is a subsidiary.

Sweet is refrigeration manager for Whirlpool

The appointment of S. E. Sweet as general manager of the refrigeration division of the Whirlpool Corp. has been announced by Jack Sparks, director of marketing.

Mr. Sweet is a veteran in the appliance business, coming to Whirlpool from the Gibson Refrigerator Co., where he has served as executive vice president since May 1956. Before that he was vice president in charge of private brand sales, manager of private brand sales, and a divisional sales manager in a career at Gibson going back to 1934.

Mr. Sweet succeeds George Stevens, recently appointed Whirlpool merchandising manager.

McCormick promoted to manager of systems sales for GE

John A. McCormick has been named manager of system sales for two-way radio units made by the General Electric Communication products department.

Mr. McCormick has been with General Electric since 1936. Immediately prior to his new appointment, he was commercial engineer in G-E's two-way radio products planning section.



J. A. McCormick
General Electric



Howard Snyder
Honeywell

Honeywell names manager of sales for gas controls

The appointment of Howard Snyder as Minneapolis-Honeywell Regulator Co.'s sales manager for residential gas heating controls has been announced by K. W. Schick, manager of the firm's original-equipment sales.

Mr. Snyder succeeds J. P. McCordle, who recently was named manager of Honeywell's operations in Continental Europe.

For the past three years, Mr. Snyder, who joined Honeywell in 1946, has served as manager of the company's sales office in Milwaukee. In his new position, he will headquarter at Honeywell's home offices in Minneapolis.

J. W. Park will succeed Mr. Snyder as Milwaukee sales manager. Mr. Park, who joined the company in 1954, has held a variety of sales posts. Most recently he has been manager of residential control sales at the company's Chicago branch office.

Hank Kurtz, with Honeywell since 1953, was named Park's successor in Chicago.

Vlahos gets new assignment in LPG division of Anchor

James G. Vlahos has been appointed to the post of assistant sales manager in the L. P. gas division of the Anchor Petroleum Co., Tulsa, Okla., according to a recent announcement by the firm's president, W. A. Baden.

Mr. Vlahos is a 12-year veteran of the company's sales and distribution departments.

Sprague Meter appoints Watts, St. Clair to new positions

The Sprague Meter Co. announces the appointment of Theodore A. St. Clair as chief engineer and Thomas J. Watt as eastern regional manager.

Until only recently, Mr. St. Clair has been associated with the Bastian-Blessing Co., where he held the

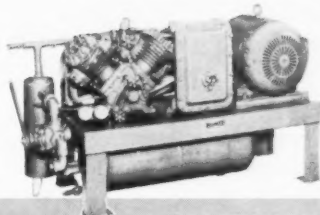


L P GAS

TRANSFER UNIT

SAVINGS RECORD

SPEAKS FOR ITSELF



*look at these
\$\$\$ saving facts*

**GALLONS OF LIQUID REPRESENTED BY
VAPOR CONTENTS OF 10,000-GALLON TANK CAR**

COMMERCIAL PROPANE			BUTANE		
Tank Car Temp. — F.	Corresponding Pressure-psi	Gallons Recoverable	Tank Car Temp. — F.	Corresponding Pressure-psi	Gallons Recoverable
110	212	540	120	62	204
100	185	485	100	43	157
80	140	392	80	27.5	115
60	102	307	60	15.2	85
40	72	237	40	5.6	61
20	47	175	30	2.1	51

HERE'S HOW: The Brunner L P Gas Transfer Unit not only transfers all liquid to your storage tank but also removes and liquifies the gas vapors in the tank car. That amounts to one extra tank car of gas from every 20 tanks.

It's also the economical and efficient way to load tank trailers and even discharge into storage tank of ultimate consumer.

WRITE FOR FREE BOOKLET...

Tells You How To Get Transfer Savings



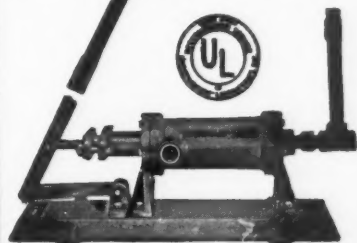
BRUNNER DIVISION

Dunham-Bush, Inc.

UTICA, NEW YORK

WEST HARTFORD, CONNECTICUT • MICHIGAN CITY, INDIANA • MARSHALLTOWN, IOWA • RIVERSIDE, CAL.
BREWSTER, NEW YORK • TORONTO, CANADA • GAINESVILLE, GEORGIA • LONDON, ENGLAND

WHY LOSE 4% OF B-P FUEL?



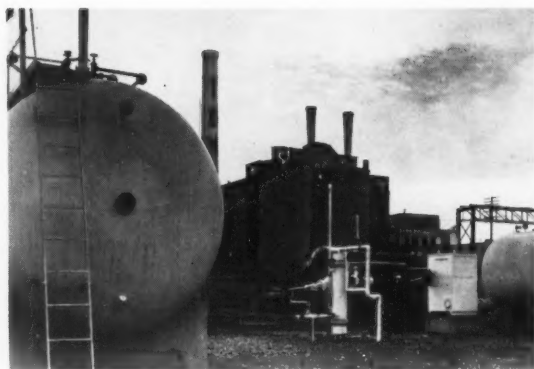
KRUG B-P PUMPS

eliminate this loss—assures safe transfer of liquid petroleum fuel — Venting tanks while filling costs money and is very dangerous. A KRUG Pump is the proven and practical method of transferring B-P Gas for tractor, bottle and tank filling. **PROFIT TWO WAYS** —your customers need KRUG Pumps for their protection. You can use KRUG Pumps in your own operation. The World's Largest Producers of B-P Hand Pumps.

KRUG PUMPS—Often Copied—Never Duplicated—Ask Your Distributor or Write:

D. H. KRUG COMPANY Dept. BP-68 MADISON, SOUTH DAKOTA

Industrial gas users should be your LP-Gas customers



GAS INSURANCE

This standby plant for IBM typifies a new source of business for the enterprising LP-Gas supplier. Industrial plants in your area represent a sweet, untapped market worth going after.

We will gladly have one of our field engineers show your prospect how he can "insure" his fuel supply with a

PROPANE PLANT BY

DRAKE & TOWNSEND

Incorporated

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Members of: American Gas Assn., LP-Gas Assn., American Petroleum Inst., National Fire Protection Assn., Canadian Gas Assn., Agricultural Ammonia Inst.



ARMSTRONG GAS HEATER



Brand New Vented Circulator

A real beauty that looks well in any room. Ultra-modern appearance added to tested performance make this a must for dealers. Finished in durable baked-on tan enamel. The attractive expanded metal front assures rapid distribution of heat. Can be installed close to wall. Has optional horizontal and vertical vent openings with internal draft diverter. Available with manual or 100% safety pilot and automatic temperature controls.

MODEL 9120 is AGA Approved for use with any gas. 17 1/2" high, 15" wide, 11" deep. 12,000 B.T.U.



Write for Literature and Prices on 60 Armstrong models and sizes

Armstrong Products Corp.

Dept. BP, Huntington 12, W. Va.

position of assistant chief engineer.

Mr. St. Clair is the holder of over 60 issued U. S. patents and many foreign patents.

Mr. Watt has been associated with the gas industry and the company for over 29 years, serving in various capacities in production, engineering, service, sales and advertising departments.

Mr. Watt will be located in Bridgeport, Conn., working out of the main sales office.

Lemon is manager of Sunray's new LPG purchases, sales div.

Carl A. Lemon has been named manager and W. G. Noble assistant to the manager of Sunray Mid-Continent Oil Co.'s newly organized natural gasoline and LPG purchases and sales division.

J. M. Linehan, Sunray's vice president of supply and transportation, said the new department will handle all sales of products produced at company-owned gasoline and recycling plants and will purchase L. P. gas and natural gasoline needed for refinery operations.

Mr. Lemon has been affiliated with Sunray Mid-Continent or predecessor firms since 1926. He has served as assistant sales man-

ager and manager of absorption plant product sales department.

Mr. Noble joined Mid-Continent Pipe Line Co., a subsidiary of D-X Sunray Oil Co., which in turn is a subsidiary of Sunray Mid-Continent, in 1951 and has served at various times as gauger, pipeline scout and assistant manager of natural gasoline supply.



C. A. Lemon
Sunray Oil



Harry Ronan
Motorola

Motorola promotes four in sales-administrative posts

The promotion of four men in field sales-administrative positions is announced by Motorola Communications & Electronics Inc.

Harry Ronan has been named manager, two-way radio sales, a new position, for the 15-state eastern area reporting to Lowell White, vice president and eastern area manager.

Replacing Mr. Ronan as New England regional sales manager is Ed. Vogel, who had been a zone manager there.

Named to two new special sales posts are Pat Kelly and Bob Swift, who had been sales engineering administrators in the eastern and midwest areas respectively. Mr. Kelly is now account executive manager, eastern area and Mr. Swift is sales manager, special markets, in the midwest.

Phillips Petroleum promotes seven to new management posts

Phillips Petroleum Co. has announced several changes in sales department management assignments for direction of its marketing operations over 35 states.

W. O. White and H. M. Nelson, formerly regional sales managers, have been promoted to assistant sales managers. Mr. White will be in charge of the company's Chicago, St. Louis, Indianapolis, and Kansas City sales divisions. Mr. Nelson will be in charge of the Minneapolis, Omaha, Des Moines, Wichita, and Tulsa divisions.

The company's Spokane, Salt Lake City, Denver, and Amarillo

Tops Them All!



*Philgas** is America's largest selling LP-Gas!

With Philgas, new customers are easier to sell—old customers easier to keep sold. Philgas is tops in sales . . . tops in saleability!

And there are other advantages to selling Philgas. Philgas Distributors, backed by Phillips Petroleum Company's full scale production and volume storage facilities, have no worries about a *dependable* supply and prompt deliveries.

Also, Philgas Distributors have tested business and profit building programs. These include a new customer plan, education and sales films, a planned delivery system. And keeping Philgas out in front—first choice of LP-Gas users all over the country—there's continuous, hard-selling advertising: magazines and radio.

Find out about the opportunities with
Philgas. Write today for information.



*Philgas is the Phillips Petroleum Company trademark for its high quality LP-Gas (propane, butane).

PHILLIPS PETROLEUM COMPANY

SALES DEPARTMENT, Bartlesville, Oklahoma

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CHICAGO, ILL.—7 South Dearborn St.
DENVER, COLO.—1375 Kearney St.
DES MOINES, IOWA—6th Floor, Hubbell Bldg.

HOUSTON, TEX.—6910 Fannin St.
INDIANAPOLIS, IND.—3839 Meadows Drive
KANSAS CITY, MO.—201 E. Armour Blvd.
MINNEAPOLIS, MINN.—212 Sixth St. South
NEW YORK, N. Y.—80 Broadway
OMAHA, NEB.—3212 Dodge Street

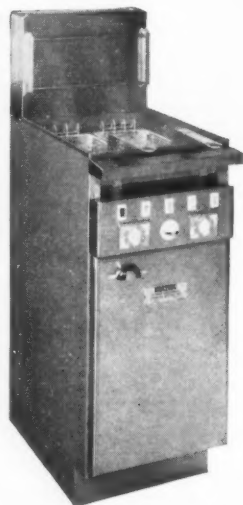
RALEIGH, N. C.—401 Oberlin Road
SALT LAKE CITY, UTAH—68 South Main
ST. LOUIS, MO.—4251 Lindell Blvd.
TAMPA, FLA.—3737 Neptune St.
TULSA, OKLA.—1708 Ulica Square
WICHITA, KAN.—301 KFH Building

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KEATING Instant Recovery FRYERS!

The Fryer guaranteed to outproduce
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The Keating 14" Trump

- ★ Automatic Time and Temperature Control
- ★ Instant Temperature Recovery
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The Keating Trump is the only high input (80,000 BTU's) fryer approved by the AGA for use with LP gas.

A Fabulous FREE Trial Offer!

Prove to yourself and to your customers—
You can't beat a Keating Fryer!

Order Keating Fryers for trial installations at your customer's address. If after two weeks a customer is not completely convinced of the superiority of a Keating Fryer, you may return the fryer for full credit PLUS freight charges—BOTH WAYS!

To learn more about the famous Keating Trump Fryers and how YOU can extend this generous trial offer to YOUR customers, write:

FRYING EQUIPMENT & SUPPLY COMPANY

1210 West Van Buren Street
Chicago 7, Illinois

divisions will be under the supervision of G. L. Lory, assistant sales manager; and the Tampa, Atlanta, Raleigh, Houston, and New York divisions will be directed by G. E. Glatfelder, also an assistant sales manager.

F. M. Burk, another former regional manager, has been promoted to manager of private brand and special sales; and R. W. McBride, also a former regional manager, has been appointed manager of the Chicago sales division. He succeeds N. S. Moon, who has become special assistant to the manager of the sales department, E. H. Lyon.

Mr. White has been with Phillips since 1941, Mr. Nelson since 1938, Mr. Lory since 1932, Mr. Glatfelder since 1931, Mr. Burk since 1933, Mr. Moon since 1930, and Mr. McBride since 1939.

Surface names Weaver, Beggs, Cullen, Montagino to new posts

Carroll Cone, vice president engineering, Surface Combustion Corp., Toledo, Ohio, announces the following promotions:

E. W. Weaver, staff assistant to the vice president, engineering; Don Beggs, manager of engineering, furnace divisions; O. E. Cullen, manager of research and development department; J. Montagino, chief engineer, special heat treat division.

Bimm joins Roper's field sales staff in Illinois

The appointment of Walter E. Bimm to Geo. D. Roper Corp.'s field sales staff is announced by Norman C. Kreuter, vice president.

Mr. Bimm, since 1949 assistant sales manager of the company, will cover the state of Illinois outside of greater Chicago. He will join S. M. Barnes who has represented the firm in the Illinois territory for many years.

Mr. Bimm will cover the northern part of the state from offices in Rockford. Mr. Barnes will continue to maintain offices in Chicago.

Andrew Brough named a representative for Norco

The appointment of Andrew Brough as sales and service representative for Norco refrigerators and Vaillant water heaters is announced by Norman H. Lee, president of Norco Inc.

Mr. Brough will make his headquarters at the Norco plant in Elkhart, Ind.

for leakproof, pressure-tight connections

use
TiteSeal

SEALING COMPOUNDS

Heat and vibration-proof, non-solvent, will not shrink, crack or crumble. Makes all assemblies leak-proof and pressure-tight. Prevents rust, corrosion, joint seizure.



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LIQUID WRENCH

The super-penetrating
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rusted bolts, nuts,
screws, 'frozen' parts

Liquid Wrench works
fast...yet is absolutely
safe for all metals and
alloys.

At Industrial, Automotive,
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2171



NEW DRILL CASE

For the Gas Serviceman

- Holds 41 drills — sizes 40 to 80.
- Each thumb drill has size stamped on handle in sequence.
- Each drill fully protected. Cannot break in case.
- Servicemen can carry in hip pocket. All metal — compact.
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Original Manufacturers of Conversion
Materials and Special Tools Serving
the Gas Industry for Over
35 YEARS.

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ANDERSON and FORRESTER

3563 LARIMER STREET, DENVER, COLORADO

it takes... **Enterprise**

to come up with a new color idea for ranges!



New Enterprise gas ranges feature color PANELS to accent glistening white! It's the touch of color your customers want! Decorator colors are Chinese Red, Ice Green and Charcoal . . . for backguard and lower compartment door . . . smartly used to accent the glistening white of Titanium porcelain enamel.

The idea is new . . . it's different . . . it's the extra sales feature to help you sell Enterprise, the range built for lifetime performance!

Kitchen Mated color panels are available for these Enterprise ranges:

H-1836	Chinese Red	H-G-1836	H-1630	Chinese Red
E-1836	Ice Green	E-G-1836	E-1630	Ice Green
D-1836	Charcoal	D-G-1836	D-1630	Charcoal

Ask your Phillips & Butterff salesman about our dealers' advertising allowance!

PHILLIPS & BUTTORFF CORPORATION

Nashville, Tennessee

. . . in our 100th year

LOOK FOR TANKS WITH A COMPASS

Draw a 500-Mile Circle Around Your Tank Yard!

Distance does make a difference . . . when it comes to delivery. That's why we built our newest plant in Quincy . . . along the Mississippi River in industrial Illinois. This was no mere accident . . . we spent over a year selecting a site that would permit speedy delivery anywhere. Quincy is practically in the center of the United States . . . and we can ship by truck, water and rail all over the world.

Don't carry an expensive inventory. Overnight shipments can be made to most of our customers. Order your tanks from Master in Quincy for more sales . . . greater profits. Southern shipments from our Dallas plant.



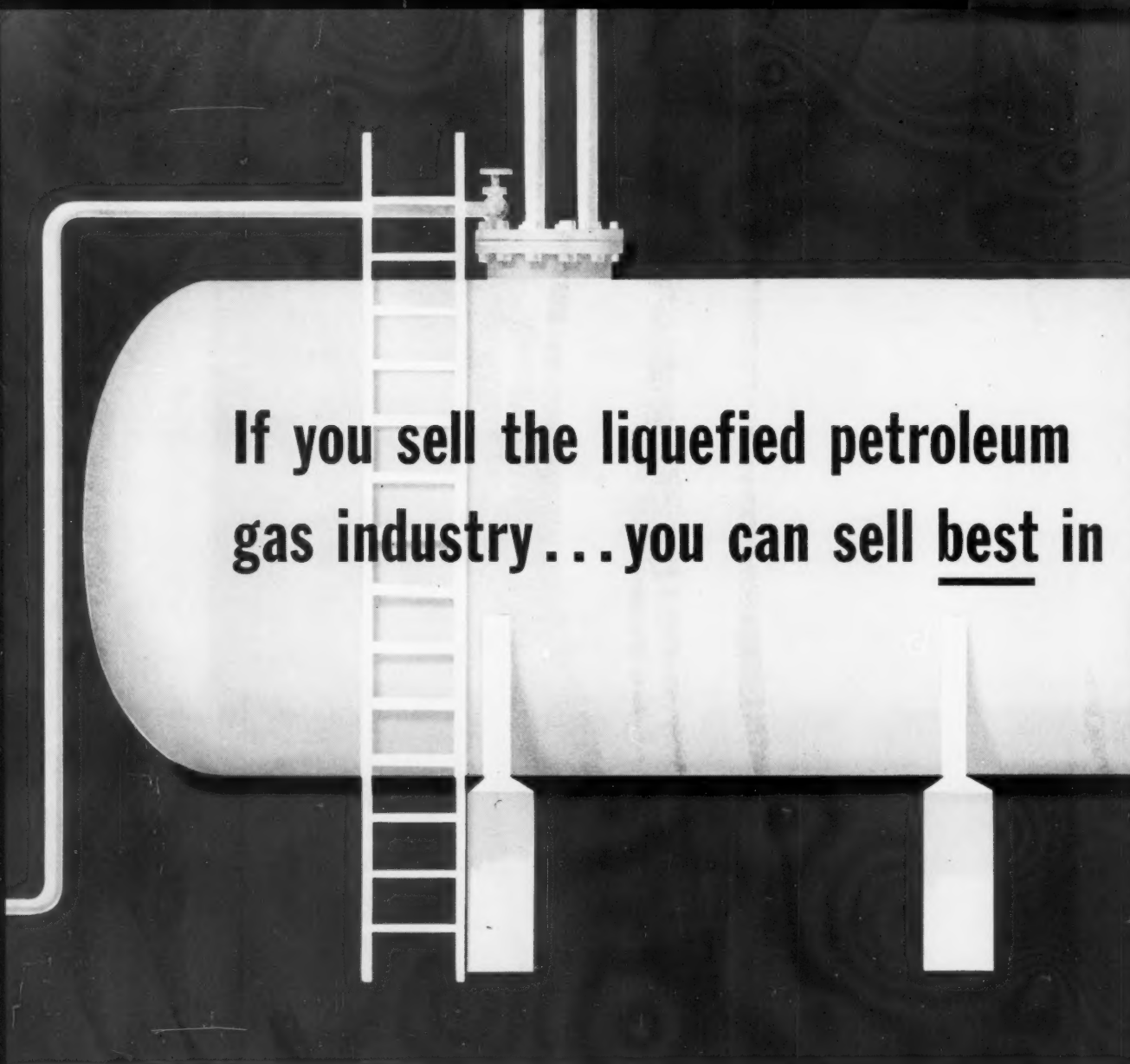
We can produce 5,040 of the world's finest tanks a month. Thoroughly dehydrated. Finished with rust-proof primer and the finest quality paint.



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Southern shipments from our Dallas, Texas, plant.

**THE WORLD'S MOST MODERN
PROPANE TANK MANUFACTURING PLANT**



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gas industry... you can sell best in



... the pioneer publication of the industry and the leader in advertising volume for 19 straight years. Published monthly, BPN gives audited circulation of more than 15,000 in some 11,000 liquefied petroleum gas plants. It reaches every known bulk plant—where 85% of the industry's buying power is concentrated—plus all known full-time bottled gas dealers. It serves the men actively engaged in the sale and distribution of LP gas and the appliances and equipment necessary for its use. A plant count and a job-title analysis of readers reflect the breadth and quality of market coverage and are exclusive with BPN in this industry. Known as "headquarters for LP gas information" since 1931, BPN has won every reader survey independently made by advertisers—and by an average margin of more than 3 to 1.



Butane-Propane News is published by Chilton—a company with the resources and experience to make each of 16 trade and industrial publications outstanding. In keeping with policy, the staff of Butane-Propane News devotes full time to the publication, striving for editorial excellence and quality circulation, earning the confidence of readers and advertisers alike.

BUTANE-PROPANE NEWS

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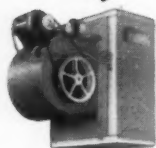
Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder
Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Motor Age • Gas • Hardware World
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When that 'tough' customer says ...



Just tell him ...



There's no reason to lose sales because ordinary gas unit heaters can't meet strict requirements for quiet operation. Reznor dealers can offer their customers a choice from two complete lines of blower type units . . . so quiet they are widely accepted for use in schools, libraries and hospitals.

The old Reznor line of US-B blower type heaters has just been redesigned to put all controls and connections inside the casing . . . this means improved appearance, and easier installation, too.

And there's a completely new line of Reznor blower models, shipped completely assembled with a blower enclosure which is a perfect match for the heater cabinet itself. They're tops when lowest possible noise level and best possible appearance are important factors in making the sale.

A complete selection of blower-type gas unit heaters is just one of the many reasons why alert plumbing and heating contractors have discovered that they can sell more and make more money when they sell Reznor. For details on how you can cash in, too, just give your nearby Reznor distributor a call.



Reznor Manufacturing Co., 4 Union St., Mercer, Pa.

Dunster joins Stampings as district sales manager

Stampings Inc. announces the appointment of Kenneth A. Dunster as a member of its sales organization and district sales manager. He will represent the company in the northeastern section of the United States.

Mr. Dunster has been associated and active in the industry for the past 20 years as an independent operator in New Jersey. He has served on the New Jersey State LPG Board of Directors and as a second vice president of the New Jersey LPG.

Bryant promotes Fairhead and Terhune to managerial posts

The appointment of Ralph C. Terhune of Ridgewood, N. J., as central regional manager and Robert J. Fairhead of Des Plaines, Ill., as eastern regional sales manager for Bryant Manufacturing Co., a division of Carrier Corp., is announced by David W. Hoppock, vice president and general sales manager.

In his new duties Mr. Terhune will be responsible for sales of Bryant heating and air conditioning products in an area covering six states. His headquarters will be in Columbus, Ohio.

Mr. Fairhead's area covers the Northeastern states and the District of Columbia. He will establish his headquarters in Philadelphia.

Mosher is industrial sales manager for Aeroquip

The appointment of Ted Mosher as industrial sales manager has been announced by C. W. Sawhill, general sales manager of the Western division, Aeroquip Corp. Mr. Mosher's duties will include responsibility for the division's industrial distributor, OEM, and marine sales in the territory west of the Rocky Mountains.

Mr. Mosher joined Aeroquip in October 1951 and became a sales engineer with responsibility for a sales territory the following year.

GE announces two managerial appointments in marketing

General Electric Co.'s communications products department in Syracuse, N. Y., has announced two managerial appointments in its marketing administration organization.

Everett L. Palmer becomes man-

ager of product scheduling for all lines of the department, which include mobile radio, microwave, military communication equipment and carrier current equipment. Mr. Palmer will be located at the department's marketing headquarters in Syracuse.

Robert J. Zuccaro has been named manager of the commercial service for mobile radio products made by the General Electric Co. at Utica.

Chambers Built-Ins appoints Junge and Guyton to managers

Hubert Junge has been appointed Michigan district manager and Arthur F. Guyton Southeastern division manager for Chambers Built-Ins Inc., it is announced by A. H. Scheffer, sales manager of the firm.

In his new position, Mr. Junge will contact builders and kitchen planners in merchandising and promotion of Chambers new line of packaged built-in kitchen appliances.

Mr. Guyton will represent the company in Georgia, North and South Carolina, Florida, and central Alabama with headquarters in Atlanta, Ga.

Honeywell promotes Farlow to assistant sales manager

Lee Farlow has been named assistant sales manager of Minneapolis-Honeywell Regulator Co.'s home products division, it is announced by A. R. Howard, the division's sales manager.

Mr. Farlow has been with Honeywell since 1956, doing sales work in the Cleveland area. He formerly held sales positions with Minnesota Mining & Manufacturing Co. and Mystic Tape Sales Co.

International Harvester's McCaffrey retires

John L. McCaffrey, chairman of the board and chief executive officer of International Harvester Co., retired from active management in May, after 49 years of service with the company.

Mr. McCaffrey continues to serve as a member of the board of directors and of the executive committee of the board.

Frank W. Jenks, president, succeeds Mr. McCaffrey as chief executive officer of the company, in his capacity as president. The office of chairman of the board will not be filled.

CALENDAR

Coming events in the Industry

1958

June 1-2—The Butane-Propane Institute of Louisiana Annual Convention—Belmont Motor Hotel, Baton Rouge, La.

June 2-3—Missouri LPGA 13th Annual Convention—President Hotel, Kansas City, Mo.

June 2-3—Montana-Wyoming LPGA's Joint Convention—Northern Hotel, Billings, Mont.

June 2-5—Fifth Midwest L. P. Gas Engine School—Iowa State College, Ames, Iowa.

June 8-10—Arkansas LPGA Annual Convention—La Fayette Hotel, Little Rock, Ark.

June 23-27—LP-Management Short Course—Georgia Institute of Technology, Atlanta, Ga.

June 25-27—Texas Butane Dealers' Association Annual Convention and Trade Show—Baker Hotel, Dallas, Texas.

June 26-27—Minnesota LPGA Annual Convention—Grandview Lodge, Brainerd, Minn.

July 13-15—Tennessee L. P. Gas Dealers Annual Convention—Hotel Claridge, Memphis, Tenn.

July 16-17—L. P. Gas Management School—University of California, Berkeley, Calif.

July 20-22—Kentucky LPGA Annual Convention—Phoenix Hotel, Lexington, Ky.

August 10-15—Florida LPGA L. P. Gas Conference—University of Florida, Gainesville, Fla.

August 14-15—New Mexico LPGA Convention—Hilton Hotel, Albuquerque.

August 20—New York State LPGA Summer Outing—Lake Shore Yacht and Country Club, Clay, N. Y.

September 5-6—Florida LPGA Annual Convention—The Golden Gate, Golden Beach, Fla. (near Miami)

September 9—Pennsylvania LPGA Annual Convention—Penn Harris Hotel, Harrisburg, Pa.

September 22-23—Virginia LP-Bottled Gas Association Convention—Hotel John Marshall, Richmond, Va.

October 13-15—American Gas Association 40th Annual Convention—Atlantic City, N. J.

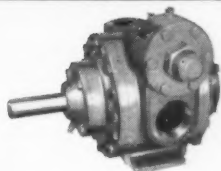
October 21-22—Mountain States District LPGA Convention and Trade Show—Antlers Hotel, Colorado Springs, Colo.

All associations are invited to send in dates of their forthcoming meetings for this calendar.

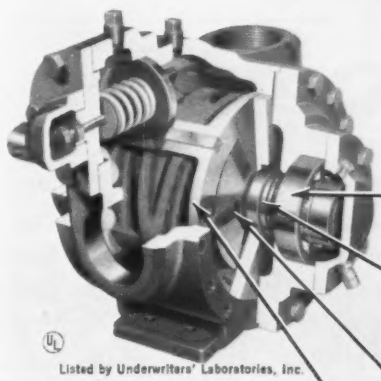
This office just received notice of the cancellation of the Utah convention shown on last month's calendar under dates May 19-20. This meeting was cancelled in favor of proposed joint Idaho-Nevada-Utah meeting at Salt Lake City, which tentatively is scheduled for September. —Ed.

BLACKMER

liquefied gas pumps



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Listed by Underwriters' Laboratories, Inc.

OUTSTANDING DESIGN FEATURES

These features account for long life in service and low maintenance costs experienced by users of Blackmer Liquefied Gas Pumps:

HEAVY DUTY ANTI-FRICTION BEARINGS located on both sides of the rotor and completely isolated from the pumpage.

CARTRIDGE-TYPE MECHANICAL SEALS on both sides of the rotor to control shaft leakage and protect bearings from the pumpage.

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CYLINDER LINERS which can be replaced after severe service to restore pump efficiency.

Each pump is tested before shipment to 1250 lbs. hydrostatic and 300 lbs. gas pressure.

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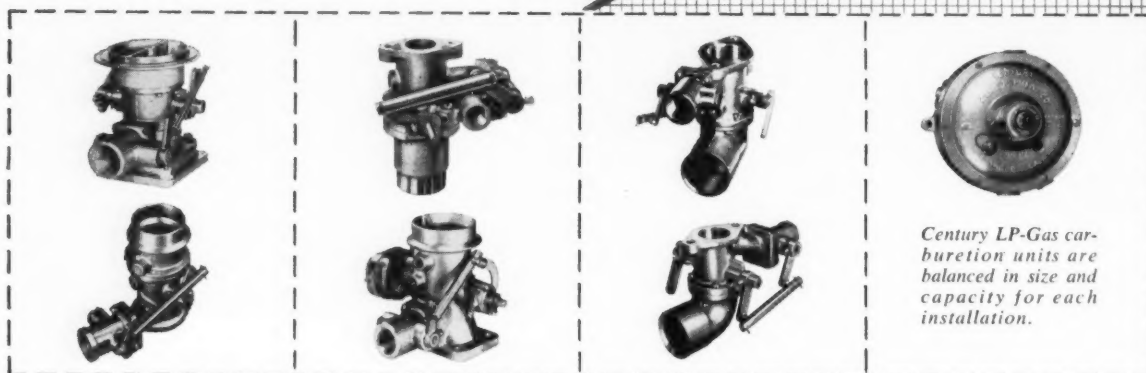
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the big year!

**CENTURY takes first...in sales...
in performance...in dealer service**



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CENTURY MEANS BUSINESS THIS YEAR—big volume business for Century carburetor dealers. LP-Gas motor fuel sales are booming—and Century as a part of the Borg-Warner team offers dealers amazing sales potentials and opportunities.

It's time to get prepared for profitable summer sales of carburetion and LP-Gas as a motor fuel.

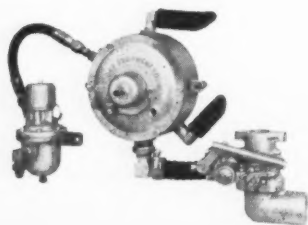
Century is ready with the World's most complete line of LP-Gas carburetion. Century is ready to offer you many new advantages, new services, new developments and new profits.

Century is ready with its big, nation-wide sales and service organization to help you. Our central location and western service-center-warehouse assures fast delivery and customer satisfaction.

Now you can get ready for the big year—1958—by writing for all the facts about Century's new dealer service plan.



Demand the dependability of a Century carburetion system for all your conversions and assure customer satisfaction.



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625 Southside Drive, Decatur, Illinois

BUTANE-PROPANE News



Butane, Propane

POWER

CARBURETION • INSTALLATION
• SERVICING

POWER SECTION

Dairy fleet goes LPG

By L. H. HOUCK

USE of L. P. gas has eliminated the sludging of engines which is characteristic when gasoline is used in start-and-stop truck operation, according to Curtis Goldtrap, owner of Acee Pure Milk Co., Fort Smith, Ark.

And Mr. Goldtrap is in a good position to appreciate the difference between gasoline and LPG truck operation. He converted his entire fleet of 40 dairy delivery trucks including such makes as Dodge, Ford, Chevrolet, and Inter-

national. Now, all new trucks added to the fleet are converted to LPG before they are placed into service.

"Having clean engines and eliminating sludging give our engines a much longer life potential," Mr.

Dairy trucks are checked by elapsed time rather than mileage because of the low mileage and excessive starting and stopping

characteristic of the business. Bob Bishop, service manager, is checking drain periods on one of the Acee trucks.





Goldtrap claims. "The exact saving in dollars and cents is hard to figure," he reported, "but we know it is considerable."

But it was for an entirely different set of reasons that Acee Pure Milk Co. decided to convert its trucks from gasoline to LPG in the first place.

"We had pressure from grocery stores with gasoline pumps on some of our routes to sell us part of our fuel," Mr. Goldtrap told BUTANE-PROPANE News. "We had a Topsy-like problem that had just grown up with us of having a large number of gasoline tickets from an equally large number of sources up for payment each week."

Then too, the scattering of supply brought an unasked question as to whether all of the gasoline represented by the tickets went into dairy trucks.

There was a definite need for centralization of fuel purchasing and truck filling. This, Mr. Goldtrap explained, brought up the problem of whether to establish underground gasoline tanks on his own property and set up a dispensing system or whether to handle it in one of several other ways.

"We thought we could control L.P. gas a lot better than we could gasoline," Mr. Goldtrap said, "and if we were going to dispense our own fuel I would rather handle LPG than gasoline. This made it

Above. One of the long-haul wholesale trucks on the ammonia line. It has its butane tank suspended from the frame.

Center. Trucks are filled from a 6000 gal. tank located in the parking area.

Left. Typical installation of Ensign equipment by the Fort Smith Butane Co., suppliers of fuel. No changes were made in pistons.

the ideal time to capitalize on all the other advantages of using LPG as a motor fuel that we already knew about as a result of several local fleets using this fuel.

"We made the decision in favor of LPG," he continued, "and we have never regretted it. We've had no trouble at all, no difficulties. We didn't pick up as much tax savings as we planned at first, but this was due to a decision of the state authorities to charge tax on the contents of our storage tank instead of computing the tax by the mile as is sometimes done in this state on L.P. gas fuel. But we have saved in other ways—some important savings, too."

All of the trucks were converted by Fort Smith Butane Gas Co. which also supplies the LPG. Ensign LPG carburetion equipment is used.

A 6000 gal. L.P. gas tank was installed in the parking area of the dairy plant. The tank was made by the National Butane Gas Co., Memphis. Fort Smith Butane Co. keeps check on the tank and dumps in a load of fuel about once a week.

Dairy trucks are usually filled and serviced as they return from their routes early in the afternoon. The territory consists of covering a 75 mile radius. Trucks are then loaded with milk and dairy products and placed on the refrigeration line which keeps the bodies refrigerated all night. Frost on the cold plates, and insulation, hold the cold for the entire run.

Wholesale trucks are filled with LPG every day, but the local trucks usually need filling only once every other day.

A simple method of adequate maintenance without over-servicing was devised for the dairy's service department, which is under the direction of Bob Bishop, service manager.

Heavy duty detergent oil is used in all trucks and all trucks are equipped with filters. A careful watch is kept on the amount of contaminants being carried by the oil.

This has proved the best way for this type of fleet because of the low mileage, the considerable running at idle, and the excessive



"We like L. P. gas and have had no difficulty with it. We can recommend it for any fixed base operation," says A. Curtis Goldtrap, owner of the Acee Pure Milk Products Co., Fort Smith, Ark.

number of starts and stops. A method using an arbitrary mileage would not be useable in such a fleet, Mr. Goldtrap explained.

Oil is added when needed and when the oil shows pretty dark it is drained and filters are changed at the same time.

With gasoline, the engines sludged up and had to be drained approximately three times more often than after the change to L. P. gas.

An increase in service for the ignition and electrical systems of the truck was inaugurated with conversion because the firm found that L.P. gas was critical in that regard.

"As a result, we keep our ignition systems in better shape which in turn gives us better mileage on our fuel, which is slightly less than with gasoline," service manager Bishop said.

A dairy fleet, because of its almost constant starting and stopping, is notoriously hard on clutches and transmissions. Most of the trucks are now equipped with fluid drives and coupled with L.P. gas, which does not permit a driver to cowboy much because it doesn't rev up as quickly. Service and replacement have been greatly

reduced because of this factor.

Drivers are hired for their ability as milk salesmen rather than as truck drivers and it is only hoped that a good salesman will also be a truck driver. Consequently it would be expected that they would be critical of the fuel and performance of their trucks.

"We have no driver complaints at all," Mr. Bishop said. "They all like LPG, but we had to show most of them how to use it, since starting is slightly different."

In converting a fleet of trucks there is always the problem of proper location for the vehicle's gas tank.

"Name the place and we have a tank there," said Mr. Bishop.

Some were placed under seats in the cab, others were placed in an unused space in the back of panel trucks and still others were attached to the frame on the side.

Acee Pure Milk Co. is one of the largest dairy operations in this part of Arkansas. It was started in 1937 by A. Clark Goldtrap, father of A. Curtis Goldtrap present owner.

"I can recommend L.P. gas for anyone who has a fixed base trucking operation," said Mr. Goldtrap. "We like it very much." ■

Barnum's Saw Mill saws its costs with conversion to propane

By SELMA FINNEY



Robert Barnum at his 150 hp Hercules which was converted from gasoline to propane. "The saving in fuel cost," he says, "paid for the conversion in less than four months. To say nothing of the many other advantages gained by the change."

IN June 1956, Barnum's Saw Mill, Reed Point, Mont., changed fuel. They had been using gasoline in a 150-hp Hercules engine which operated the saw. The switch was to propane.

Here is a run down on the thinking which brought the change: First, the manager, Robert Barnum, talked to his local L.P. gas dealer, Miracle Gas Co. From Miracle he received a copy of BUTANE-PROPANE News with a marked article on costs for operating with propane. He also got the names of operators in his area who were using L.P. gas.

"We finally decided to make the change," Barnum says. "It took some doing because we had been using gasoline and had become used to the high cost and inconvenience and couldn't adjust our thinking to another type operation without these headaches.

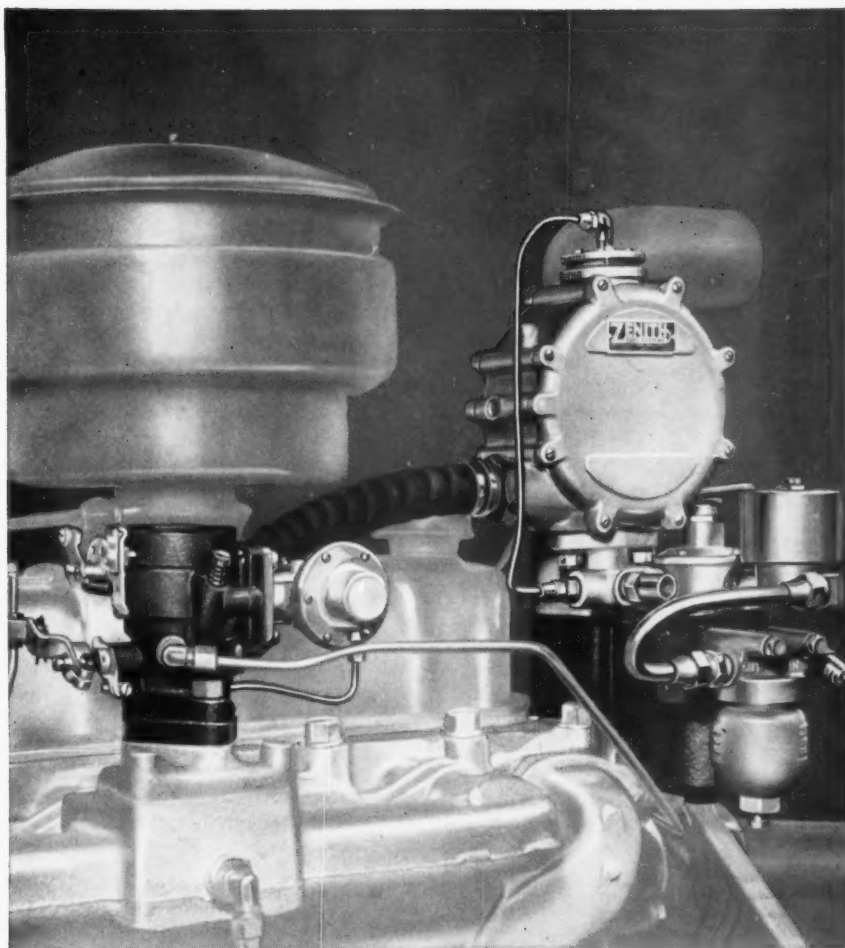
"Making the change was our smartest move to date."

It required very little time to make the change and Barnum Saw Mill received full cooperation from the local dealer in getting and installing the necessary change-over equipment.

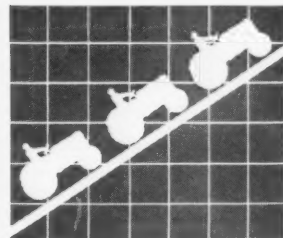
The gas dealer installed a 1000-gal. tank and a small 25-gal. tank which can be removed from its stand and attached to the mill's "Cat" thereby serving two masters, as a fuel and light source at night and as a substitute for gasoline on the Cat during the work day.

Mr. Barnum quotes several ad-

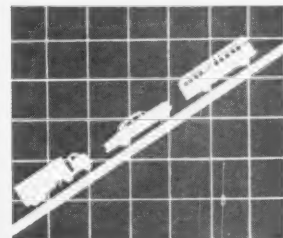
BUTANE-PROPANE News



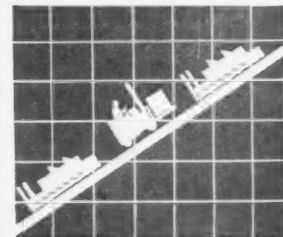
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GROWING LARGER
EVERY DAY**



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SELL THE LARGEST L. P. GAS MARKET WITH ZENITH, THE WORLD'S FINEST L. P. GAS SYSTEM

Any way you look at it, L. P. gas carburetion can be one of your biggest sources of income.

First of all, there's a profit for you every time you sell a Zenith L. P. Gas Carburetion unit—and the sales potential here actually runs into millions of units.

Second—farm tractors, trucks, taxis, and industrial users are big-volume, year-round users of L. P. gas. Every Zenith installation means a real boost in fuel sales.

Last, but far from least, Zenith has a nation-wide organization of factory-trained distributors who are ready and willing to work with you if installation or service of Zenith L. P. Gas Carburetion systems present any problem.

Here, indeed, is an opportunity for alert L. P. gas dealers and distributors to go after the biggest sales potential in the

field with a line of L. P. gas systems second to none—backed by a nation-wide service organization equipped to help you with every type of technical or mechanical problem from original installation to complete service follow-up.

If you are interested in big-volume business, write our L. P. carburetion sales department today for complete detailed information.



*has more experience in more fields
with more engine types than any other carburetor
manufacturer.*

Zenith Carburetor Division

696 Hart Avenue, Detroit 14, Michigan



vantages besides the cash savings. "We don't have to fight for tax refunds any more. No unnecessary red tape and long bookkeeping chores. When we used gasoline we had to keep a record of our non-highway consumption and fill out forms burning night oil to save the 6 cents per gal. refund. The time we save on bookkeeping alone saws a lot of lumber."

Fuel cost for sawing with gasoline power ran \$2.12 to \$2.14 per 1000 board ft. With LPG the cost runs 98 cents per 1000 board ft. "Our propane operated 150-hp motor pulls our saw and our edger," Mr. Barnum says. "We cut approximately 1000 board ft per hour. This is a saving on fuel of better than \$1 per hour. This saving alone paid for the change-over in less than four months."

Regular weekly and monthly maintenance with the gasoline operation required changing oil every 10 days and putting in a new set of plugs every four weeks; sometimes more often than that. Then there was the problem of regular overhaul, both minor and major. This is a bogie which was

removed with the switch to propane.

"When we changed we planed the head of our Hercules engine," said Barnum, "because of the higher compression possible with propane. We do not consider the labor charge a change-over cost as we would have repaired the engine regardless of change. However, the cost ran only \$12.

"With the propane fuel we have had no plug change requirement. We are using the same plugs we put in at the time of the change. We have not changed the oil and it is as bright as the day it was added. (This can be overdone—Ed.)

"A motor with no carbon or sludge has a longer life, it produces more power for less money."

Propane fuel has eliminated costly breakdowns. When the mill has to be shut down for motor repair or maintenance it costs nearly as much as when it is operated. Workmen must be paid. Trucks have to stand by. "I don't know how to estimate this saving," Mr. Barnum says, "but it is an important cost factor. I recall one layup for repairs and motor overhaul cost us

around \$300 in labor tieup, plus the cost of repairing the motor."

The last but not least advantage, according to this Montana operator, is partly psychological but it is definitely an advantage. In explaining it, Mr. Barnum says: "The 1000-gal. tank carries us for four months. From our experience we know that we aren't going to have motor breakdowns. We won't have to drive over rough mountain roads for gasoline. We know we have no danger from spilling of gas on the exhaust as we did before. With gasoline the float would stick in the carburetor and we were forced to shut down and put on a fire prevention cleanup campaign. With propane, we *know* this isn't going to happen to us."

In other words, Mr. Barnum is saying that with LPG he *knows* he is going to run and those three to four-hour shut downs (it requires approximately three hours to get the operation going after a shut down) are a thing of the past. Also, his fuel is now delivered to him. With the other fuel he had to make a three-hour trip after it. It figures, doesn't it? ■



Mr. Barnum, his son and Elmer Shott operate the saw with its 150 hp Hercules engine. The end of the propane tank shown on

the left supplies fuel for the big unit. The men cut approximately 1000 board ft per hour with the saw.

POWER NEWS

Cities Service converts 7 drill trucks to LPG

Seven trucks used for exploratory drilling by the seismic department of Cities Service Oil Co. have been converted to L. P. gas operation. Cities Service is a major producer, refiner, and supplier of both L. P. gas and gasoline.

Most of the trucks have three tanks: two for LPG and one for gasoline. One of the LPG tanks is used to fuel the engine which operates the truck-mounted drilling unit. The other provides the truck engine with fuel for road use. The gasoline tank is also for road use on a switch-over basis.

The capacity of the L. P. gas tanks was engineered to supply fuel for a full week's normal operation.

The seismic department finds consumption of LPG in the engines about the same as it was with gasoline, but savings come from longer engine wear and a lower LPG price.

Replacement valves now being manufactured

New valves for both gasoline and diesel engines with heads greater than 2½ in. and up, in diameter, are now being manufactured for the replacement trade.



One of seven Cities Service drilling trucks converted to LPG is shown at work in the field searching for oil.

Valves for engines such as Fairbanks Morse, Nordberg, Worthington, Clark, Waukesha, Aalco, and other large size, hard to get valves, are manufactured by experienced valve manufacturers and are guaranteed to meet all performance requirements.

Dealer uses 3 LPG tanks to fuel car on long trips

For everyday service, Lee Schlossberg, president, American Propane Corp., Norwich, Conn., uses a 19 gal. vehicle tank to supply propane for his 1957 Lincoln Premiere. But when he takes off cross-country, he uses two 8 gal. fork lift tanks for added mileage.

Here's how he does it. He installs the fork lift cylinders on blocks in his trunk, just behind the vehicle tank. He hooks the fork lift cylinders into the vehicle tank with hose, and they give auxiliary fuel when called on. The combination gives him a range of about 500 miles without refueling.

President Schlossberg is a real carburetion booster. He has been using LPG in his personal automo-

You'll close more appliance sales when you use this handy . . . COMPETITIVE COST CALCULATOR



Now . . . with this authoritative, convincing sales tool, you can prove to your prospects *quickly, easily, and simply* that LPG costs less than electricity for cooking and water heating. Money talks with most people, so *dramatize the savings* with a Competitive Cost Calculator.

Compares the average annual cost of operating LPG versus electrical appliances, using your own local rates.

Proves to your customers' satisfaction that it's less expensive to cook and heat water with LPG than with electricity.

It's authoritative! Average annual usage figures for both LPG and electricity are taken from Technical Bulletin 1073 prepared by the U. S. Department of Agriculture. It will last for years. Made from durable plastic-laminated board.

LPG OPERATORS—

The Competitive Cost Calculator builds fuel sales as it builds appliance sales. Hundreds of LPG appliance salesmen are using the Calculator to add authority to their sales presentations. Be sure each of your salesmen has one with him on every call.

The supply is limited, so order today!

\$1.00 each

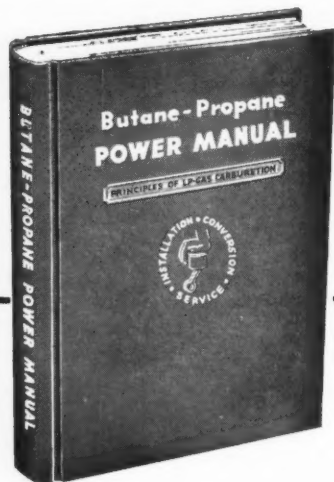
Orders of 50 to 99—80¢ ea.

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(In California add 4% Sales Tax)

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build year-round
fuel sales with
LPG conversions!*

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A deluxe edition in handy pocket-size, 23 chapters, 334 pages, completely illustrated.

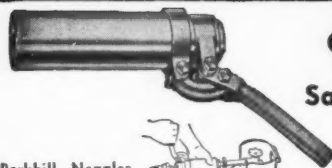
Your first step in cashing-in on the power market in your area is to gain a practical, working knowledge of LPG installation, conversion, and servicing. The Butane-Propane Power Manual not only shows you how to *make* conversions, but also how to *sell* them.

It's the first authoritative guide ever published for the rapidly expanding power market. Basic facts of engines, fuel, and power are given in easy-to-understand language . . . everything needed in a practical working manual for practical men.

Plan now to build a steady volume of fuel sales by aggressively selling LPG conversions to owners of tractors, trucks, stationary engines, buses, taxis, and autos. Begin by ordering your copy of Butane-Propane Power Manual today! Nearly 5,000 copies now in use.

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Parkhill Nozzles lock on and open fuel valves in 3 seconds . . . On release, automatically vent away from hands.

Two sizes: Domestic 7", Truck 11" overall.



Safety Hose Nozzles

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2. Quick Filling
3. Simple and Safe
4. No Cold Burns

Write for Information

PARKHILL-WADE

2264 Huntington Drive, San Marino, Calif.



Lee Schlossberg checks the installation of two 8 gal. fork lift tanks in the trunk of his Lincoln Premiere. The tanks, which are connected to the vehicle LPG tank, give him a 500 mile driving range without refueling.

biles since 1950. His Lincoln uses LPG only—no switchover to gasoline. He firmly believes every dealer should equip his own automobile for the cause of carburetion.

He uses a McClain fuel injector system and finds LPG power is tops.

Suburban selling propane as a motor fuel

Propane as a motor fuel was introduced into the sales program of the Suburban Propane Gas Corp., Whippany, N. J., at its 10th annual managers meeting at the Hotel Commodore recently. The first such installation has been made at a truck stop on the Boston Post Rd. in Milford, Conn., where truck drivers refuel their motors, refrigeration and/or cargo heaters.

Ford promotes L. P. Gas tractors and conversions

The Tractor and Implement division of the Ford Motor Co. is developing a series of advertisements around their recently announced L. P. gas models.

One of this series appeared in the March issue of *Progressive Farmer*, a leading farm paper circulating in Texas, Oklahoma, Mississippi, Arkansas, Louisiana, Georgia, Alabama and Florida.

This ad not only called attention to "Money-saving L. P. gas fuel," but also included a prominently displayed box urging farmers who now own a 600, 700, 800, or 900 Series Ford tractor to see their Ford tractor dealer to discuss converting it to propane. Standard factory approved kits are available.

(Continued from page 64)

Supreme Propane Gas Inc., Ninety Six.

South Dakota. E. J. Gustafson, Town & Country Gas Co., Sioux Falls.

Vermont. R. D. Hunt, Hunt Gas & Appliance Co., St. Albans.

Wisconsin. T. H. Quail, Bottled Gas Corp. of Wisconsin, Milwaukee.

Iowa dealers elect Wm. Walters president

The annual convention of the Iowa L. P. Gas Association witnessed the election of William Walters as its new president March 24-25. Mr. Walters is with the Blue Flame Gas Co. Gale M. Colburn was named vice president, and LeRoy V. Miller will serve for the next year as secretary-treasurer.

A fact of importance to the entire industry was brought out by Robert C. Bradley, sales manager of Texas Natural Gasoline Co., who told the convention that the number of LPG producing days have been drastically cut in the Texas petroleum industry and that marketers must look forward to a short supply of salable fuel in the near future and drastic shortages in the event of severe weather next winter. Texas was stated as producing about 80 per cent of the national production of propane.

A management clinic entitled, "The Road Ahead," was conducted by Prof. William Knoke, University of Iowa; Harris A. Goodwin spoke at the closing luncheon on the topic, "What is a Customer?" and George Marchi presented a report form from the State Motor Fuel Tax Department.

Illinois gas men learn about communications

The Illinois managers' and owners' conference held in Springfield on March 6 was featured by a program on communications, conducted by Prof. James Lichty, University of Wisconsin, and it brought out so many valuable facts for LPG operators that it is likely the same subject will be treated again next year at a similar meeting, according to President Rowe Griffith.

This was the first owners' and managers' conference held in Illinois. Other subjects discussed were the promotion of industry growth in the state and means of providing better customer service.

Va. gas men show wares to home economists

The Virginia Home Economist Association holds an annual convention to bring its members up-to-date on prevailing trends, and recently, for the second year, the Virginia LP-Bottled Gas Co. and the Virginia natural gas companies have presented the "Gas Story" to attendants.

The occasion is a meeting of home demonstration agents, home economists in business, institutional management directors, and home

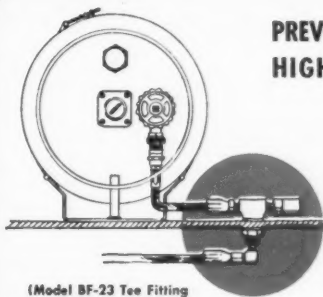
economic students from the State of Virginia, and there was ample opportunity this year for all to learn more about the uses and opportunities that gas affords.

Home economists from the Washington Gas Light Co., Washington, D. C., the Virginia Gas Distributing Co., Staunton and the Petersburg-Hopewell Gas Co., Petersburg, assisted with the displays. Also active in assisting, were members of the Virginia LP-Bottled Gas Association and representatives of appliance manufacturers.

(Please return to page 67)

BEAM LP-GAS CARBURETION

*Always 1st
with NEW
DEVELOPMENTS!*



(Model BF-23 Tee Fitting Illustrated)

PREVENT DAMAGE TO FLEXIBLE
HIGH PRESSURE FUEL LINES

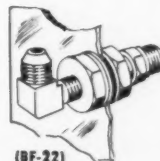
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Eliminate Chafing, Rupture
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No Grommets Needed
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STRAIGHT THROUGH FITTING (BF-22) ALSO AVAILABLE FOR
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P.O. Box 55, Valley City, Ohio

NORTHEAST TERRITORY
David W. Raber
320 Poplar Street, Lansdale, Pennsylvania

SOUTHEAST TERRITORY
J. P. Stewart, write care of factory.



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DISPLAY CLASSIFIED

\$12.00 a column inch per issue. Choice of 18, 14, 12, 10 pt. display type for headings. Set with 1 pt. border. Maximum ad size 3". No cuts permitted. Publisher will set ad for maximum effect in space purchased.

UNDISPLAYED CLASSIFIED 15¢ a word. Set in 8 pt. type without border. \$3.00 minimum charge per insertion. If Blind Box number care of B-P News is used, count as five words.

POSITION WANTED. Undisplayed rate is one half of above rate, payable in advance.

DISCOUNT OF 10% if full payment is made in advance for four consecutive insertions of undisplayed ads.

SITUATIONS WANTED

POSITION WANTED: 11 YEARS' EXPERIENCE operating own business. Would like to have position in South, Southwest or West Coast. Will furnish references. Robert E. Statler, Preston County Gas, Inc., Kingwood, West Virginia.

PERMANENT WORK WANTED WITH established L. P. Gas Company. Have 8 years experience in bulk delivery sales, service and some bookkeeping. Reference on request. Available about mid-summer. Can arrange personal interview. Reply Box 97, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

HELP WANTED

OPPORTUNITY FOR MAN WITH MANAGERIAL EXPERIENCE, preferably in LP-Gas business, to lease complete operation in mid-west on volume basis. Everything furnished, if desired. Potential Good. Doing ¾ million gallons now, with promotional program instigated in carburetion, and field flaming. Leased tank program, plus unique budget system now in operation. Lessee must be able to purchase, or finance, merchandise inventory. Reason for leaving—health and other interests. If interested write for full particulars, giving experience, qualifications, and references first letter. Reply Box 100, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

MANUFACTURERS REPRESENTATIVES: Outstanding Standard and Built-in Gas Ranges popular priced. Several Areas open. Reply Box 103, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

COMMISSION SALESMAN FOR LP-GAS and appliances in South Florida. Reply Box 98, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif. All replies confidential.

PACIFIC NORTHWEST SALES POSITION

open with fast growing independent LPG distributor. Opportunity for advancement excellent; dealer-jobber and branch managership will be open in future to right man. State qualifications and send photo first letter. Reply

Box 79, BUTANE-PROPANE News
198 So. Alvarado St., Los Angeles 57, Calif.

WANTED:

AGGRESSIVE SALES REPRESENTATIVES

In Minnesota and North Central States for LPG and NH3 storage and system sales. Free to travel. Previous sales experience and knowledge of L. P. Gas Industry helpful. State complete background and sales experience in application to:

Manager, LPG & NH3 Equipment Sales Division

The J. B. Beaird Co., Inc.

P. O. Box 1115, Shreveport, Louisiana

BUSINESS OPPORTUNITIES WANTED

WANTED TO BUY: PROPANE PLANTS Upper Mid-West, also used tanks 100# to 30,000 gallon size. Reply Box 99, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

BUSINESS OPPORTUNITIES OFFERED

LPG BULK PLANTS. WE SPECIALIZE in selling petroleum properties throughout Midwest. Have number desirable plants for sale. OLE BRODD, PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

LPG HEATING AND APPLIANCE BUSINESS in S. W. Iowa C. Seat town of 2000. 600 cyla., 600 customers, cyl. delivery Pickup. Agent for Bulk Truck, 3 City Utilities. No natural gas. Must change location. Box 633, Bedford, Iowa.

FOR SALE: INDUSTRIAL PROPANE STORAGE Plant consisting of two 15,000 gallon propane U 86 Storage Tanks complete with piping, valves, gauges, relief valves, vaporizers, etc. Also compressors and tank car and truck loading equipment. For complete description write, wire, or phone The Bristol Brass Corporation, Bristol, Conn.

FOR SALE

Propane Utility and Bulk business combined. Established in 1948. Or will consider selling part interest to qualified partner. Located in Colorado. Reply:

Box 92, BUTANE-PROPANE NEWS
198 So. Alvarado St., Los Angeles 57, Calif.

FOR SALE — TRUCKS - TRAILERS

USED TRANSPORTS FOR SALE: SEVERAL Twin-Barrel, 250# Propane Transports, late model Columbian and Butler single and tandem axle, complete with tractors. Priced right and in excellent condition. Ready to go. Write Dixie Gas, Inc., Marks, Mississippi.

SPECIAL THIS MONTH ONLY

You can BUY OUTRIGHT a BRAND NEW 1958 Chev. 2 ton, 2 speed, HD springs, 825 x 20, 10 ply tires with 1800 WG twin propane tank, Viking pump, Neptune Printer Meter, 20 lb. fire ext., 75' each filler and vapor hoses, ICC lights, piped and painted complete with rear cabinet and controls. READY TO USE, ONLY—

\$618.00 Down, and 36 payments of \$175.64 each, INCLUDING interest.

Why lease a truck for \$250.00 per month and still not own it? We have only 10 trucks available on this SPECIAL. Call Today.

WHITE RIVER DISTRIBUTORS, INC.

Phone 570 Batesville, Arkansas

WE SAVE YOU MONEY

FOR SALE—TRUCKS - TRAILERS - Cont.

HAUL MORE PROPANE AND LESS STEEL! LOAD AND UNLOAD FASTER! Save the annual Federal tax on trucks that weigh more than 13,000 lbs! Users praise the Nor-Tex 2500 WG Single Barrel Payload Special of 202B X-rayed material and stress relieved. Weighs only 12,890 lbs, completely equipped with High Flow Plumbing, Meter, Hose, Hose Reel, Fire Extinguisher and mounted on cab-forward truck with 108" cab to axle dimension. Increased capacity pump boosts deliveries to 50 GPM. Vapor manifold permits easy simultaneous loading and unloading of twin tanks with either compressor or liquid pump. These popular, carefully engineered and sleek designed Nor-Tex Single and Twin units are produced in four attractive models: The "Standard"—the "Custom"—the payload "Special" and the "DeLuxe." That's not all! Twin units, up to 2000 WG, are mounted on 85" cab to axle. Start hauling more gas and less steel. Do it profitably and in much less time. Phone, wire or write for prices now. NORTH TEXAS TANK CO., Denton, Texas. Phone DUport 2-5416.

PROPANE DELIVERY UNIT. BRAND NEW. 1800 WG twin Model 200 (rear cabinet) mounted on 1958 Chev., 2 ton, 2 speed, 9 x 22½, 10 ply rear tires, ONLY \$4,695.00 Tax Paid. Plumbing, meter, hose, etc., extra. We Trade. Also, used units. White River Distributors, Phone 570, Batesville, Ark.

FOR SALE: USED 2 TON 1951 CHEV. with 1600 W.C. Propane Tank mounted, with Pump, Meter, 50 ft. twin hose, L. P. Carburetion, good condition, ready for use. Only \$2500.00. KAY GASES COMPANY, 7715 So. Halsted Street, Chicago 20, Illinois—Phone HUDson 3-3434.

USED PROPANE DELIVERY TRUCKS, 1200 GALLONS W.C. Presently in use and being replaced with larger units. United Petroleum Gas Co., 4820 Excelsior Blvd., Minneapolis 16, Minnesota.

FOR SALE: 1953 PROPANE DELIVERY Truck 1200 gallons. New Viking pump, Neptune meter, hoses and fittings, complete with Ensign carburetion and fuel tank. Quitting business. Priced to sell. \$1,000.00. Boyd Abernathy, 734 Cole Avenue, Hutchinson, Kansas.

FOR SALE—USED PROPANE DELIVERY TRUCKS. Late model units, ready to go, 1000 to 1600 WG. Also, New Units all sizes. Long term financing. We Trade. White River Distributors, Phone 570, Batesville, Ark.

DELIVERY UNITS: SINGLE OR Twin Barrel. Our prices are competitive. We invite comparison between the equipment and price on our units with any competitive units. We believe we can give you the highest payloads per pound of gross vehicle weight. Write, wire, or phone. Lubbock Machine & Supply Co., Inc. Drawer 1359, Lubbock, Texas.

TRINITY BULK TRUCK UNITS

In Stock — Immediate delivery Twin 1400 through 2450 WG your chassis or ours.

There's more cold weather ahead . . . call, write or wire: RAY REEDY

TRINITY STEEL CO., INC.,
DALLAS, TEXAS PHONE FL 7-3961

CLASSIFIED Advertising



FOR SALE—TRUCKS - TRAILERS - Cont.

TRANSPORTS: SINGLE OR TWIN barrel; new or used; for lease, or sale on budget or rental sale plan. If you want maximum payload, with all of the latest equipment engineered to fit your truck, roads, and your hauling problem, get the **LMC PAYLOADER**
Contact Lubbock Machine & Supply Co., Inc., Drawer 1589, Lubbock, Texas.

FOR SALE—TANKS - CYLINDERS

FOR SALE: 800 USED 60 lb. CYLINDERS I.C.C.-4B240. Located Mid-West. Make an offer. Reply Box 101, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

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— IN STOCK NOW —

3000 gallon size built especially rugged for oil field use. Write, wire or phone
Lubbock Machine & Supply Co., Inc.
P. O. Drawer 1589
Lubbock, Texas

NOW—IMMEDIATE DELIVERY

250# WP Propane Storage Tanks, 1000 thru 3380 Gallon 46" diameter, 2180 thru 7880 gallon 60" diameter, 9050 thru 16,800 gallon 84" diameter. Phone, write, wire, blueprints furnished.

Ray Reedy, Trinity Steel Company
Dallas, Texas Phone FL 7-3961.

WANTED—MISCELLANEOUS

PROPANE TRANSPORT TRAILER APPROXIMATELY 6250 gallon W.C. State details of weight, condition and price in first letter. Youngs Liquid Gas, Shelbyville, Indiana.

WANTED: ANHYDROUS AMMONIA TANK. Tank in good condition I.C.C. Approval. Also 100, 150# A.A. Cylinders. Andmar Corporation, Box 38, Merrimack, New Hampshire.

WANTED: CYLINDER CAPS — SMALL standard 2 7/8". Reply Box 102, BUTANE-PROPANE News, 198 So. Alvarado St., Los Angeles 57, Calif.

FOR SALE—MISCELLANEOUS

FOR SALE — IMMEDIATE DELIVERY: Eureka Smokehouse Burner Assemblies: For meat smoke houses using bottled gas. Completely automatic. Clean filtered smoke. Distributes heat uniformly. Low gas consumption. Automatic temperature and pilot control. Less product shrinkage. Easily installed. Write for descriptive pamphlet. Eureka Equipment Company. P.O. Box 396, Beloit, Wisconsin.

DIXIE SEMI-LOCK HOODS. ALUMINUM and Aluminum coated steel. Wall bracket or free standing. **GUARANTEED** mechanically for life. \$3.00 up. Dixie Manufacturing Company, Elizabethtown, Kentucky. Box 65. Phone Collect RO-5-9229.

DECALS MADE FOR TRUCKS, EQUIPMENT. Small or large quantities. Catalog free. Mathews Co., 827 S. Harvey, Oak Park, Ill.

FOR SALE—MISC. Cont.

DEALERS—INVESTIGATE ADDITIONAL LPG COMMERCIAL LOAD OIL HICK'RY BARBEQUE OVEN 22 cu. ft. 200-500 lb. capacity. Genuine hickory flavor using gas. The Janda Company, Box 301, Cedar Rapids, Iowa.

FOR SALE: 1—1952 CABOVER SLEEPER tandem drive Kenworth tractor, 400 Hall Scott on Butane 200 gal. supply tanks. All new recap tires, motor in A-1 condition. Price \$7500.00. Write Ernest Braun, Box 93, Dickinson, No. Dakota. Phone 4495.

FACTORY MADE MOTOR FUEL DISPENSERS complete with switches and hoses. Less than half price. Choice of two, A-One Gas, 4901 No. Broadway, Wichita, Kansas.

SERVEL GAS REFRIGERATORS

BN600A S600A S400A

Used: Guaranteed in good operating order. Excellent condition. Low delivery cost anywhere. Send for illustrated folder NOW.

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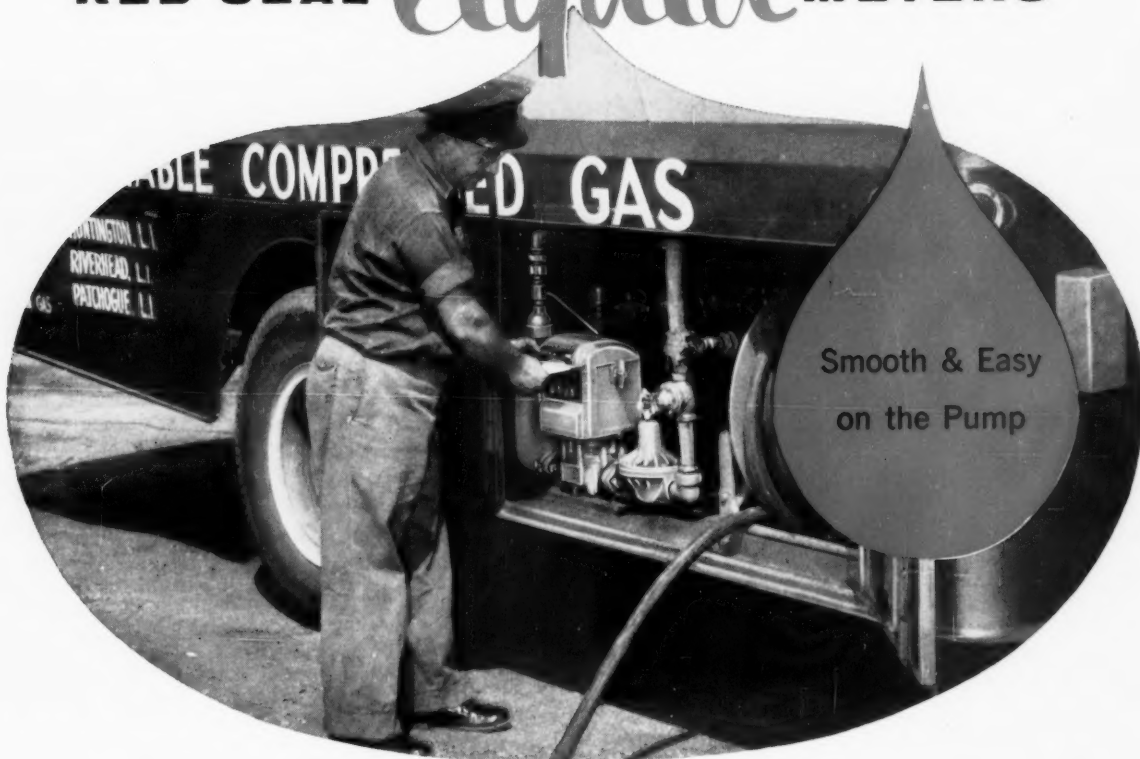
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